

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART 11 FIRST SEMESTER DECEMBER 2013 EXAMINATIONS
IPU 2102 PUBLISHING COSTS AND PRICING FOR OPEN MARKETS

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS.
 2. QUESTION 1 CARRIES 40 MARKS AND ALL OTHER QUESTIONS CARRY 20 MARKS EACH.
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.
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- 1 a) Discuss the key issues to be considered during the strategic planning for any publishing project. **(25marks)**
- b) Briefly define what is meant by the following terms:
 - i) Pre-press costs **(3 marks)**
 - ii) Impression costs **(3 marks)**
 - iii) Overheads **(3 marks)**
 - iv) Royalty **(3 marks)**
 - v) Revenue **(3 marks)**
2. Discuss the two approaches to calculating the break-even point in title budgeting. **(20 marks)**
3. Prudent publishers watch over the cash costs of production and also over the costs of time. Describe various ways that can be employed to save time and money in book development and production. **(20 marks)**
4. Government policies can affect the environment of textbook publishing in several ways. Discuss. **(20 marks)**
5. Some costs of publishing a book are related directly to the production of an individual title, from the decision to proceed until the arrival of the finished books in the warehouse. Explain 5 pre-press costs of producing a book. **(20 marks)**

6. Identify 5 aspects that are considered when choosing a printer and explain their significance.
(20 marks)

END OF PAPER