

**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 2113 ELECTRONIC BOOK DEVELOPMENT AND ACCESS**

**TIME: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS.
  2. QUESTION 1 CARRIES 40MARKS AND ALL OTHER QUESTIONS CARRY 20 MARKS.
  3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.
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1. a) Outline and explain the phases that the publishing industry has gone through from the Gutenberg era to modern cross media publishing. **(25 marks)**  
b) What is meant by the following concepts in the production of electronic books:
  - i) an idea **(5 marks)**
  - ii) a market **(5 marks)**
  - iii) a test **(5 marks)**
2. Critique the view that the publishing industry has naturally resisted, and then sought to accommodate the various forms of information technology. **(20 marks)**
3. Outline the strategies involved in the marketing of electronic books. **(20 marks)**
4. Classic Publishers wishes to venture into electronic book publishing and have asked you to prepare a paper on the subject. Write a short paper explaining the key considerations that must be made when selecting and purchasing software packages. **(20 marks)**
5. State and explain the three key elements of electronic book access. **(20 marks)**
6. Identify five key players in electronic book development and discuss the roles that each play. **(20 marks)**

**END OF PAPER**