



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

**Electronic Book Development and Access**

**IPU 2113**

**Part II First Semester Supplementary Examination Paper**

**July 2016**

This examination paper consists of 2 pages

**Time Allowed: 3 hours**

**Total Marks: 100**

**Special Requirements: None**

**Examiner's Name: Mrs. S. Jeje**

**INSTRUCTIONS TO CANDIDATES**

1. Answer question 1 and any other three (3) Questions
2. Question 1 carries 40 marks and each of the other questions carries 20 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

- 1a) Give an appraisal of the socio-economic environment surrounding electronic book publishing in Africa. **(25 marks)**
- b) Outline 3 types of e-book readers. **(15 marks)**
2. Classic Publishers wishes to venture into electronic book publishing. Prepare a paper explaining the key considerations they must note when selecting and purchasing software packages. **(20 marks)**
3. Explain the strategies that a company can use in marketing electronic books. **(20 marks)**
4. Analyse the technological developments in book publishing from the Gutenberg era to modern cross media publishing. **(20 marks)**
5. Analyse the publishers' requirements for Digital Rights Management. **(20 marks)**
6. Print on demand has become increasingly popular now that most books are born digital. Discuss the assets and liabilities of this form of publishing. **(20 marks)**

**END OF PAPER**