

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING**  
**PART II SECOND SEMESTER AUGUST 2013 SUPPLEMENTARY EXAMINATIONS**  
**IPU 2211 MANUSCRIPT COMMISSIONING AND ACQUISITION**  
**TIME: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS
  2. QUESTION 1 CARRIES 40 MARKS AND THE OTHER QUESTIONS CARRY 20 MARKS EACH
  3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING
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1. Discuss briefly the list of networks and documentation required by the editor in managing effectively:
  - a) the front list **(15 marks)**
  - b) the backlist **(15 marks)**
  - c) taking over or handing over a list from or to another editor. **(10 marks)**
  
2. What systems would a prudent project manager use for chasing progress on a busy author's schedule? **(20 marks)**
  
4. Evaluate the documents that are commonly used by publishing staff to ensure acquisition of profitable titles. **(20 marks)**
  
4. Book evaluation can be a time and costs drain. Discuss the acquisition strategies to ensure time and costs savings during submission for evaluation. **(20 marks)**
  
5. Choosing what to publish is the acquisition editor's main task. Discuss the processes of arriving at correct product choice in a systematic way for a children's list. **(20 marks)**
  
6. The acquisition editor has no role in promoting or marketing the backlist or front list. Critique this assertion. **(20 marks)**

**END OF PAPER**