



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

MANUSCRIPT COMMISSIONING AND ACQUISITION

IPU 2211

Part II Second Semester Examination Paper

May 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Dr. N L Dlodlo

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

QUESTION	MARKS
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

1. (a) Define and contrast manuscript commissioning and manuscript acquisition.
(20 marks)
(b) Explain the concept of loss leader in setting a series price of primary or secondary books.
(20 marks)
2. The author contract anticipates conflicts and clarifies rights of the author and of the publishing company. Critique.
(20 marks)
3. Project management during new curriculum implementation could benefit from leveraging time to market in planning. Justify this assertion with examples from a real project.
(20 marks)
4. Explain the content of a book launch event on publication of a key course for a new curriculum.
(20 marks)
5. The commissioning editor's role is limited to the creation of a profitable front list. Critique.
(20 marks)
6. How have ICTs revolutionised the book production process management in the 21st century?
(20 marks)