

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART 11 SECOND SEMESTER MAY 2013 EXAMINATIONS
IPU 2215 PRODUCTION AND PUBLISHING OF SCHOLARLY MATERIALS

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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- 1a) With the aid of a diagram, discuss the scholarly publishing process. **(25 marks)**
- 1b) Define any 3 types of periodicals and give examples of each type. **(15marks)**
2. Outline the history of scholarly publishing and explain how it has impacted on the publishing industry. **(20 marks)**
3. Discuss the elements of the journal production chain. **(20 marks)**
4. The modern business models in scholarly publishing threaten the survival of publishers. Critique **(20 marks)**
5. Assess the opportunities and challenges that the changing landscape of scholarly publishing present to authors and publishers. **(20 marks)**
6. Discuss the copyright contradictions in scholarly publishing. **(20 marks)**

END OF PAPER