



# NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

Production and Publishing of Scholarly Materials

IPU 2215

Part II Second 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**

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

- 1a) With the aid of a diagram, identify and discuss all the stages in the scholarly publishing process. **(25 marks)**
- b) Discuss the elements of the journal production chain. **(15 marks)**
2. Outline the history of scholarly publishing and explain how it has impacted on the publishing industry. **(20 marks)**
3. Identify the modern business models of scholarly publishing and explain how each impacts on the survival of publishers. **(20 marks)**
4. The electronic and digital markets threaten the survival of the journal publisher. Critique. **(20 marks)**
5. Discuss the four elements of the changing landscape of scholarly publishing. **(20 marks)**
6. Four main parties participate in journal publishing. Discuss their roles. **(20 marks)**

**END OF PAPER**

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