



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

**SUSTAINABLE BOOK DEVELOPMENT AND FUNDING**

**IPU 4112**

**Part IV 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: Miss. E.C. Chingono**

**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

1. Giving relevant examples in the SADC region, discuss the following systems of book development and funding bringing out the merits and demerits of each system:
  - i. Closed system or monopoly structure
  - ii. Semi-open system or transitional structure
  - iii. Open system or free market structure **(40 marks)**
2. Critique the four pillars of textbook funding, giving examples of countries in the SADC region that apply them. **(20 marks)**
3. Compare and contrast book development and funding in Botswana and in Lesotho. **(20 marks)**
4. Distinguish a national book policy from a publishing policy and outline the elements of each. **(20 marks)**
5. Justify the view that Kenya has an ideal sustainable book development and funding system in Africa. **(20 marks)**
6. With the aid of examples, critique the view that competition is essential for sustainable book development. **(20 marks)**

**END OF PAPER**

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