



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

STATE PUBLISHING, TRANS-NATIONALS AND INDIGENOUS PUBLISHERS

IPU 4204

Part IV 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: Miss S Mpofu

INSTRUCTIONS TO CANDIDATES

1. Answer Question 1 and any other 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) Assess the importance of all component constituencies of the book chain and government working together in an effort to accord publishing the status of a strategic industry in Zimbabwe. **(25 marks)**
(b) Suggest the best publishing model for Zimbabwe advancing tangible support for your view. **(15 marks)**
2. Book Publishers face a future in which the traditional definition of the book is changing, so they will have to adapt to new realities if they are to survive. Critique, with reference to how African publishers can adapt to remain relevant. **(20 marks)**
3. Monopolies have a tendency to encourage inefficiency, ineptitude and complacency. Discuss with reference to book publishing. **(20 marks)**
4. Evaluate the importance of a balance between the private and public sectors in book publishing and how it is likely to be beneficial for the African publishing industry. **(20 marks)**
5. Indigenous publishers face many obstacles that conspire to reduce further the chances of growth of an African publishing industry. Discuss. **(20 marks)**
6. Multinational publishers, because of their economic and staff resources and their global reach, can dominate publishing in developing countries. Critique the pros and cons of such control. **(20 marks)**

END OF PAPER

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