

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART IV SECOND SEMESTER MAY 2011 EXAMINATIONS
IPU 4205 THE BOOK SECTOR: INTER-AFRICA BOOK TRADE
TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE (3) QUESTIONS.
2. QUESTION 1 CARRIES **40 MARKS** AND THE OTHER QUESTIONS CARRY **20 MARKS** EACH.
3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.

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1. Critique the rationale, objectives and success and failure of **any two** of the following Book Trade organizations for the last decade of the 20th Century:
 - a) Association for the Development of Education in Africa (ADEA) **(20 marks)**
 - b) Book Development Councils (BDCs) **(20 marks)**
 2. Many explanations and justifications of failure to have viable inter Africa trade in books, have long been advanced. **Discuss** the validity of the claims and justifications and assess their relevance in the 21st Century.
 3. The Basic Learning Materials Initiative (1991 to 2001) was a conscious and selective programme sponsored by Danish Aid Organization (DANIDA) and managed by UNESCO's Basic Primary Education section from Paris.
 - a) **Critique** the implementation and final evaluation of the programme as reported during 2000 to 2002.
 - b) **Justify** a follow-up programme that is handled differently in sponsorship and management/ implementation.
 4. In the best 10 years existence of APNET, management was based in Harare and in Nairobi. What were the structural problems that led to withdrawal of both traditional

donors (English domain) and, the new West African sponsors (French domain) in the later years? **Discuss**, quoting authorities on the subject.

5. The African publisher's greatest weakness in inter-African trade lies in marketing, promotion and distribution of his/her commodity. Discuss referring to appropriate examples.
6. The African Books Collective (ABC) exposed books originating in the South to the North. Moreover, they focused on local/indigenous publisher's books in their membership. **Critique** ABC's impacts on the book trade and comment on both South-North trade and South-South trading in books.

END OF PAPER