

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING**  
**PART IV SECOND SEMESTER JULY 2011 SUPPLEMENTARY**  
**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. EACH QUESTION CARRIES 25 MARKS.
  3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.
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1. Henry Chakava contends that, 'Liberalisation, privatization and commercialization have brought cut-throat competition for the publishing industry,' which calls for innovativeness, determination and rigour to guarantee success for the African publisher. Analyse this statement citing examples of collaborative efforts that have been made to promote South-South and South-North book trade in Africa.
2. The appearance of APNET on the publishing scene is regarded as one of the most significant events for publishing in Africa. Analyse this statement highlighting APNET's successes and failures.
3. Between November 2004 and March 2007 Book Aid International and the Pan African Booksellers Associations were involved in a joint Intra-African book trade project. Discuss the objectives, challenges and successes of the project.
4. Discuss the core foundations of an open market system citing how the African publishing industry can benefit from it, trade wise.
5. Intra-African book trade is marred by a lot of obstacles. Identify and discuss these obstacles suggesting conditions that must exist in the SADC book sector in support of South-South book trade.

6. ADEA, was focused on education and the support of book development in Africa. What legacy did the programme leave behind for the education and book sector? Discuss ADEA's mission and its achievements.

**END OF PAPER**