



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

CONTENT COMMISSIONING AND ACQUISITION

IPU 1224

Part I Second Semester Examination Paper

February 2025

This examination paper consists of 2 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Dr M.M Tapfuma

INSTRUCTIONS TO CANDIDATES

1. Answer any **FOUR (4)** questions.
2. Each Question carries **25 marks**
3. Importance is attached to accuracy, clarity of expression and legible handwriting.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. Publishing is a retrospective process requiring the publisher to continually look over their shoulders at what was done before, to see if it worked, and to judge books offered through that prism. Critique this statement in light of list-building practice.

(25 marks)
2. Written submissions from an editor are required in most specialist publishing, and consumer book publishers to obtain a willing commitment from colleagues within the company. Identify and discuss the requisite information that should be included to justify the publication of a book.

(25 marks)
3. Discuss the book publishing process and highlight the responsibilities of the commissioning editor at each stage.

(25 marks)
4. Managing potential causes of conflict with diligence is crucial to achieving a more rewarding editing process and more fulfilling, collaborative author relationships. Discuss.

(25 marks)
5. The commissioning editor's prudent interaction with sub-editors and production staff formally and informally can lead to time and cost savings. Discuss.

(25 marks)
6. Outline and explain the critical issues that an author considers when choosing a publisher.

(25 marks)

End of Paper