



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

**PUBLISHING FOR CHILDREN**

**IPU 4126**

**Part IV FIRST Semester Examination Paper**

**December 2024**

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 **FOUR** Questions
2. All Question carry 25 marks each
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. Outline and discuss the reasons for increased sales in children's books since the middle forties. **(25 marks)**
  2. Identify and discuss the various channels that can be adopted by children's book publishers to promote and distribute children's books. **(25 marks)**
  3. "Well-crafted and creatively conceived illustrations in children's literature also provide an opportunity to stimulate aesthetic thinking in readers," (Giorgis et al., 199:146). Discuss. **(25 marks)**
  4. a) Describe in brief what makes children's book publishing different from other kinds of book publishing? **(10 marks)**  
b) Children's publishing follows and supports the various stages of child development between birth and their teenage years. Identify the stages of development and explain how publishers cater to the different development stages. **(15 marks)**
- [Total 25 marks]**
5. The process of acquiring children's books can be mysterious and prolonged. Explain why it is like that and how the process works. **(25 marks)**
  6. Reading literature is important in development of cognitive skills for one to succeed in a school or work setting. Identify and discuss the other values of literature for young people. **(25 marks)**

**END OF PAPER**

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