

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

BSIS 120: PUBLISHING AND BOOKTRADE

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer question 1 and any other 2**

QUESTION 1

Attached is part of a manuscript submitted to your publishing firm.

- (a) Using copy editing marks, edit the manuscript accordingly. (15 marks)
- (b) Discuss the role of ICT in publishing and book trade. (10 marks)
- (c) General publishing is a risky venture. Discuss. (5 marks)

QUESTION 2

- (a) Discuss the importance of carrying out a market research in the book publishing industry. (10 marks)
- (b) Explain the importance of defamation law in the book industry in Kenya. (10 marks)

QUESTION 3

- (a) With specific examples, explain FIVE (5) measures that should be adopted to solve poor reading culture in the country. (10 marks)
- (b) Explain why it is necessary to consider the form of business before starting a publishing firm. (10 marks)

QUESTION FOUR

- (a) Discuss the importance of oddment pages of a book. (10 marks)
- (b) Readers are the most important players in the process of book publishing. Discuss. (10 marks)

QUESTION FIVE

- (a) The Book and Newspaper Act in Kenya is a hindrance to the publishing industry. Discuss. (10 marks)
 - (b) Discuss the characteristics of a good external assessor of a publishing firm. (10 marks)
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