

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF SCIENCE IN INFORMATION SCIENCE**

BSIS 120 : PUBLISHING AND BOOKTRADE

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 24/3/2021

8.30 AM – 10.30 AM

INSTRUCTIONS:

- Answer question ONE (Compulsory) and any other TWO questions.
- Do not write on the question paper

QUESTION ONE

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 ICT in publishing and book trade. [15 Marks]

QUESTION TWO

- a) Discuss the importance of carrying out a market research in the book publishing industry. [10 Marks]
- b) Explain the importance of sedation law in the book industry in Kenya. [10 Marks]

QUESTION THREE

- a) Explain reasons why developing countries have poor reading habits. [10 Marks]
- b) General publishing is a risky venture. Discuss [10 Marks]

QUESTION FOUR

- a) Discuss 5 unique challenges faced by STM (scientific, technical and medical) publishers. [10 Marks]
- b) Explain the role of libraries in the book publishing process. [10 Marks]

QUESTION FIVE

- a) Discuss the major developments of the book publishing process. [5 Marks]
- b) Discuss 5 characteristics of a good external assessor of a publishing firm.[15 Marks]

SUSTAINABILITY

The word sustainability has gained much importance over the past few years, and it is now discussed in almost every business and in every sphere of life.

Sustainability and sustainable development remain difficult to operationalize, despite being widely debated and defined. Sustainability means different things to different people, and holistic, system-wide approaches are required to achieve sustainability goals.

Difficulties in defining sustainability can result in operational difficulties when communicating and implementing sustainability practices.)