

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BSIS 120: PUBLISHING AND BOOKTRADE

STREAMS:

TIME:2 HOURS

DAY/DATE: THURSDAY 20/04/2023

2.30 P.M. –4.30 P.M.

INSTRUCTIONS

Answer questions 1 and any others 2

QUESTION 1

- a) Trace the history of book publishing in Kenya citing major development in each stage (10 marks)
- b) Evaluate how ICT has negatively affected the publishing and book trade industry (10 marks)
- c) An author can decide to sell, assign, donate, lease or license his work. Briefly explain the terms in relation to book publishing

QUESTION 2

- a) Discuss the importance of the oddments pages of a book (10 marks)
- b) Define the concept “casting off” and its importance in the publishing process (10 marks)

QUESTION 3

- a) With specific examples, explain FIVE (5) measures that should be adopted to solve the poor reading culture in the country (10 marks)
- b) Readers are the most important players in the process of book publishing. Discuss (10 marks)

QUESTION4

- a) Discuss how the Book and Newspaper Act Kenya hinder or promote publishing (10 marks)
- b) An author can decide to sell, assign, donate, lease or license his work. Briefly explain the terms in relation to book publishing (10 marks)

QUESTION 5

- a) A 2nd year student at ROY university published this message in a social media forum during a student leaders' campaign period. "*We will not allow Paul and your team to steal our vote again. You are thieves!!!!*" The student is serving a jail term now. Explain why the student was jailed. (10 marks)
 - b) Compare and contrast the publishing industry in developing and developed countries. (10 marks)
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