

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BSIS 120: PUBLISHING AND BOOKTRADE

STREAMS: BSIS

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 08/04/2020

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 advantages of publishing in print media as opposed to the electronic media. (5 marks)
- (c) Discuss the importance of defamation law in the publishing industry. (5 marks)
- (d) Differentiate between academic and educational publishing. (5 marks)

QUESTION 2

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

QUESTION 3

- (a) With specific examples, explain how developing countries are trying to overcome the poor reading culture. (10 marks)

- (b) With examples, explain why it is necessary to consider legal requirements before starting a publishing firm. (10 marks)

QUESTION 4

- (a) Discuss the structure of the world book industry. (15 marks)
- (b) Discuss the importance of the designing stage in the book publishing process. (5 marks)

QUESTION 5

- (a) Does the Book and Newspaper Act in Kenya hinder or promote publishing? (10 marks)
- (b) Discuss 5 reasons how the author's agents may negatively influence the availability of Manuscripts to the Publishers. (10 marks)
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