

**CHUKA**

**UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

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

**BSIS 120: PUBLISHING AND BOOK TRADE**

**STREAMS: BSIS**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 09/04/2024**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTION**

- **Answer questions ONE and any other two questions**

**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 advantages of publishing in print media as opposed to the electronic media. (10 marks)
- c) Explain five methods that publishers use to attain wide readership of their materials. (5 marks)

**Question two**

- a) Discuss the role of editors in the publishing process and their impact on the final product industry. (10 marks)
- b) Explain the importance of the oddment pages of a book. (10 marks)

**Question three**

- a) Discuss five key factors to consider when deciding the focus of a new publishing company. (10 marks)

- b) Discuss five full reasons why the author's agents may positively influence the availability of Manuscripts to the Publishers. (10 marks)

**Question four**

- a) Discuss five difference between trade publishing and academic publishing. (10 marks)
- b) Analyze how technology has changed the publishing process in recent years. (10 marks)

**Question five**

- a) Evaluate the importance of the copyright law in book publishing. (10 marks)
  - b) Explore five ways in which colonialism influenced the development of the book trade in Kenya. (10 marks)
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