



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2022

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

REGULAR/ODEL PROGRAMME

DLIS 123: PUBLISHING AND BOOK TRADE

Date: APRIL 2022

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any TWO Questions

Q1 a) Explain any THREE writing materials used in ancient Egypt. Give the advantages associated with each material

(10 Marks)

b) Explain why Johannes Gutenberg (c.1397-1468) is referred to as the father of modern book **(5marks)**

c) Highlight two social media tools you would use to market books. Give the advantages of each

(10 Marks)

d) Explain the importance of a contract between a publisher and an author **(5 Marks)**

Q2. Discuss the factors that affects book publishing in Kenya, use relevant examples

(20marks)

Q3.) a) Explain ways you would use to promote a reading culture in your community

(10marks)

b) Explain books distribution channels used by publishers to reach their target market

(10 Marks)

Q4. a) Define the following terms in reference to the publishing industry:

i. Publishing contract

(2marks)

ii. Copyrighted materials

(2Marks)

iii. Royalties

(2marks)

iv. Intellectual property

(2Marks)

v. Plagiarism

(2marks)

b) Discuss the importance of Electronic publishing in dissemination of scientific information.

(10 Marks)

Q5 a) Discuss the challenges associated with digital publishing in Kenya **(10 Marks)**

b) Explain how the government should support young upcoming authors in Kenya

(10 Marks)

END