



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A
MAIN EXAMINATION

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JANUARY – APRIL 2014 TRIMESTER

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

EVENING PROGRAMME

CLIS 111: PUBLISHING AND BOOK TRADE

Date: APRIL 2014

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. Define the term publishing and explain the problems facing publishing industry in Kenya. **(30 marks)**
- Q2. Define the term copyright and explain the significance of copyright. **(20 marks)**
- Q3. Explain the role of the following in the book publishing chain:
- a) Author **(4 marks)**
 - b) Publisher **(4 marks)**
 - c) Book distributor **(4 marks)**
 - d) Book seller **(4 marks)**
 - e) End user **(4 marks)**
- Q4. a) Define the term bestseller **(2 marks)**
b) Explain why a book may become a bestseller. **(10 marks)**
c) What is the significance of bestseller to the publisher, the author, the bookseller and the end-user? **(8 marks)**

END