



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

MAY – JULY 2016 TRIMESTER

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

EVENING PROGRAMME

LIS 401: PUBLISHING AND BOOK TRADE

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Date: JULY 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

- Q1. a) Describe FIVE ways in which book publishing has contributed to the development of education in the 21st century. **(10 marks)**
- b) Make short notes on the importance of book publishing in Kenya. **(8 marks)**
- c) Outline FOUR types of editors and the role they play in the publishing process. **(8 marks)**
- d) Outline FOUR ways in which ICT is used in book publishing. **(4 marks)**
- Q2. a) Kenya's have a poor reading culture. Discuss this in relation to the publishing industry in Kenya. **(12 marks)**
- b) Explain FOUR factors to consider when determining the income from book sales in book trade. **(8 marks)**
- Q3. a) Discuss how government legislation affects the publishing industry in Kenya. **(15 marks)**
- b) Describe FIVE things in the oddment part of a book. **(5 marks)**
- Q4. a) Discuss the role of professionals in book publishing. **(10 marks)**

- b) Marketing play an important role in the publishing process. Explain the FOUR P's in marketing in the light of the publishing industry. **(10 marks)**

END