



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

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**AUGUST – DECEMBER 2018 TRIMESTER**

**FACULTY OF SCIENCE**

**DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE**

**REGULAR PROGRAMME**

**CLIS 111: PUBLISHING AND BOOK TRADE**

**Date: DECEMBER 2018**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) Discuss three types of electronic publishing (6marks)
- b) What is the role of Kenya publisher Association (4 marks)
- c) Discuss any three types of ancient writing materials that were used in Egypt (6marks)
- d) Explain the role of the following individuals in the book publishing process (9marks)
- a) Editor
  - b) Publisher
  - c) Author
- e) Explain how communities used to share knowledge in the pre -colonial period in Kenya (5marks)
- Q2. a) Briefly discuss how the national book policy affect book trade in Kenya (6marks)
- b) Name and discuss the challenges within the book sellers control (6marks)
- c) Define the following terms (8marks)
- a) copyright
  - b) Plagiarism
  - c) Fair use

**d) Publishing contract**

**(8 marks)**

- Q3. a) Explain the major challenges faced by book traders in book distribution in Kenya **( 4marks)**
- b) Discuss four areas of book publishing **(8marks)**
- c) Highlight the purpose of a contract between the author and publisher **(5 marks)**
- d) Discuss the role of book selling in the information society **(3marks)**
- Q4. a) Define the following terms as used in publishing and book trade.
- i) Royalties **(2 Marks)**
  - ii) Solicited Manuscript **(2 Marks)**
  - iii) Professional association **(2 Marks)**
  - iv) Unsolicited Manuscript **(2 Marks)**
  - v) Copy editing **(2 Marks)**
- b) Discuss the factors influencing the decision to publish a manuscript **( 10marks)**
- Q5. a) What is self publishing **(3marks)**
- b) What are the advantages of self-publishing **(7marks)**
- c) What was the role of early Christian missionaries in the development of publishing industry in Kenya **(10marks)**

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