



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

DLIS 123: PUBLISHING AND BOOK TRADE

Date: DECEMBER 2018

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Majority of publishers in Kenya are still using traditional publishing methods, giving examples where applicable discuss the disadvantages of using traditional publishing methods **(12marks)**
- b) Discuss the major functions of a publishing house **(4marks)**
- c) Explain the three levels of book editing **(6marks)**
- d) Define the following terms:
- i) Publishing contract **(2marks)**
 - ii) Royalties **(2marks)**
 - iii) Intellectual property **(2Marks)**
 - iv) plagiarism **(2marks)**
- Q2. a) Giving examples where applicable discuss the legal issues affecting book publishing in Kenya **(10marks)**
- b) Discuss the challenges facing book publishers in relation to free primary education **(6marks)**
- c) Briefly explain two channels of book distribution used by publishers to reach their target market **(4marks)**

- Q3. a) Electronic publishing has revolutionized the publication of scientific journals, briefly discuss the advantages of electronic journals over print journals **(8marks)**
- b) Explain the role of KOPIKEN in Kenya **(2marks)**
- c) As an information professional explain two ways you would use to promote reading culture in your community **(4marks)**
- d) Using relevant examples, briefly discuss **THREE** products of electronic publishing **(6marks)**
- Q4. a) Longhorn (K) is one of the major publisher of educational books in Kenya, briefly outline the factors it would consider when making a decision to accept a manuscript for publication. **(10marks)**
- b) Explain the challenges facing book publishing industry in Kenya **(6marks)**
- c) Explain the two main methods a publisher can acquire a manuscript for publication from authors **(4marks)**
- Q5. Discuss the main stages involved in the publication process of a book **(20marks)**

END