



# 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**

**LIS 401: PUBLISHING AND BOOK TRADE**

**Date: DECEMBER 2018**

**Duration: 2 Hours**

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

- Q1. a) Using suitable examples, discuss the impact of the Internet on newspaper publishing industry in Kenya **(10Marks)**
- b) Given the importance of the publishing industry, discuss five measures the government should put in place as a means of supporting the industry. **(10 Marks)**
- c) State five subdivisions in the publishing industry. **(5 Marks)**
- d) Explain the five channels that can be used to distribute books in publishing and book trade industry. **(5 Marks)**
- Q2. a) Discuss marketing mix in relation to book trade in Kenya **(10 Marks)**
- b) Discuss the factors that affects the performance of professional associations in the Kenyan book industry. **(10 Marks)**
- Q3. a) Discuss the role of indigenous publishing in the development of publishing in Kenya **(10 Marks)**
- b) Explain the major problems resulting from book trade in Kenya that are within the booksellers control **(10 Marks)**

- Q4. a) Discuss five major factors influencing the adoption of electronic publishing among book and journal publishers in Kenya **(15 Marks)**
- b) List five factors to be considered when setting up a Bookshop. **(5 Marks)**
- Q5. Discuss the major steps that are followed when publishing a book. **(20 Marks)**

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