



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MTIHANI WA MWISHO WA MUHULA

JANUARI - APRILI 2019

KITIVO CHA SANAA NA SAYANSI YA KIJAMII

IDARA YA KISWAHILI

REGULAR PROGRAMME

KIM 210: UCHAPISHAJI

Tarehe: APRILI 2019

Muda: Saa Mbili

Maagizo: Jibu swali la KWANZA na Mengine MAWILI

- Q1. a) The publishing process can be divided into three main parts. Name and briefly explain what happens in each of the three parts. **(6 marks)**
- b) What do you understand by the following terms as used in Publishing?
- (i) Copyright **(2 marks)**
 - (ii) Copyright infringement **(2 marks)**
 - (iii) Royalties **(2 marks)**
 - (iv) Plagiarism **(2 marks)**
 - (v) The right of paternity **(2 marks)**
 - (vi) Manuscript **(2 marks)**
- c) Discuss the roles of the following persons in the publishing house:
- (i) Acquisitions editor **(2 marks)**
 - (ii) Copy editor **(2 marks)**
 - (iii) Designer **(2 marks)**
 - (iv) Translator **(2 marks)**
 - (v) Publishing editor **(2 marks)**
 - (vi) Project Manager **(2 marks)**
- Q2. Although there are no foolproof formulas for design, there are good basic guidelines. Identify and discuss five attributes that may influence the publication design. **(20 marks)**

- Q3. After this Kiswahili & Communication course, imagine you have been appointed as the Publishing Editor of the Catholic University of Eastern Africa (CUEA) Press:
- (i) Explain how you will go about your duties of planning the 2019 CUEA graduation magazine publication? **(8 marks)**
 - (ii) Draw up a publication profile giving all the necessary details of the Graduation Magazine to be presented to the CUEA Graduation Magazine committee in the meeting? **(12 marks)**
- Q4. i) Discuss the relevance of pictures in Magazine and Newspaper production. **(5 marks)**
- ii) Explain with relevant examples ten qualities of a good caption. **(10 marks)**
- Q5. What are the challenges in the intellectual property arena that a Book publisher in Kenya may encounter? **(15 marks)**

MWISHO