



*(Knowledge for Development)*

# KIBABII UNIVERSITY

## UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS  
COMMUNICATION

**COURSE CODE: JMC 304**

**COURSE TITLE: BOOK PUBLISHING**

**DATE: 18/17<sup>TH</sup> FEBRUARY, 2021      TIME: 11.00AM - 2.00PM**

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### INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and Any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages Please Turn Over ►

KIBU observes ZERO tolerance to examination cheating

**QUESTION ONE – COMPULSORY (30 MARKS)**

- a) Define the term publishing in reference to books (3 marks)
- b) Discuss the usefulness and limitations of the book as a medium of communication in the modern technological age. (6 marks)
- c) Briefly describe the history/origin of the book (5 marks)
- d) Highlight the major differences between internet publishing and book publishing (6 marks)
- e) Highlight FIVE factors a publisher has to consider when determining whether a book is worth publishing or not (5 marks)

**QUESTION TWO (20 MARKS)**

- a) Explain the concept of copyright as used in publishing and book trade (5 marks)
- b) Discuss FIVE significance of copyright in the book publishing industry (10 marks)
- c) Highlight the challenges of implementing copyright laws effectively (5 marks)

**QUESTION THREE (20 MARKS)**

- a) Explain FIVE reasons why an editor may reject a manuscript (10 marks)
- b) Discuss FIVE types of publishing firms that operate in Kenya (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss the job roles of at least FIVE players in the book publishing industry (10 marks)
- b) Highlight FIVE ways of marketing/promoting a newly published book (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss the challenges facing the book publishing industry in Kenya (10 marks)
- b) Highlight FIVE functions of the Kenya Publishers Association (10 marks)