



# 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: 11-2-2021**

**TIME: 11:00AM - 1:00PM**

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### INSTRUCTIONS

Answer **three** questions **only**.

Question **one** is **compulsory**.

**Time: Two (2) Hours**

KIBU observes **ZERO** tolerance to examinations cheating

## Questions

1. a. Define the following terms: (4mks)
  - i. Book
  - ii. Publishing
- b. Mention three features as to why published books have an ISBN. (3mks)
- c. "Not any one can be a good editor". Justify the rationale of this statement with respect to qualities of a good book editor. (10 mks)
- d. Discuss two important legal considerations during the book publishing process. (10 mks)
- e. Differentiate between traditional press printing and online printing. (3mks)
2. By use of relevant examples, discuss any five main types of book publishers. (20 mks)
3. Citing the specific era within which these types of books were used, describe their main features. (20 mks)
  - i. Clay tablet books
  - ii. Papyrus roll books
  - iii. *Biblos* books
  - iv. Codex books
4. Simulate the process a manuscript undergoes before it is finally published as a book. (20 mks)
5. Discuss 3 main types of editing. (20 mks)