



KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM &
MASS COMMUNICATION**

COURSE CODE: JMC 317

COURSE TITLE: BOOK PUBLISHING

DATE: 21/07/2021

TIME: 9:00AM-11:00AM

INSTRUCTIONS

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

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

Time: Two (2) Hours

Questions

1. a. Define the following terms as they have been used in this course. (6mks)
 - i. Book
 - ii. Editing
 - iii. Front matter
 - b. Using relevant examples, classify any **four** book publishers. (12mks)
 - c. Describe any four elements of a good book design. (8 mks)
 - d. Differentiate the Egyptian papyrus roll and clay tablet books. (4mks)
2. Write brief notes on the following activities that are undertaken during copy preparation. (20 mks)
 - i. Copy tasting
 - ii. Reading and reading
 - iii. Rearranging
 - iv. Cutting and trimming
3. The process of book publishing is as a chain of interrelated and interdependent players. Discuss by use of relevant examples. (20 mks)
4. Book publishing in Africa faces a myriad of challenges. Drawing examples from Kenya, discuss any five such challenges. (20 mks)
5. Using relevant illustrations, describe any five editorial tasks performed by a subeditor in the discharge of his/her functions. (20 mks)