



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 304

COURSE TITLE: BOOK PUBLISHING

DATE: 11TH FEBRUARY, 2021

TIME: 11.00AM - 1.00PM

INSTRUCTION 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)

Describe the general process/path a book takes from the author, into print and then into the hands of the reader.

QUESTION TWO (20 MARKS)

Discuss the four major factors a publisher has to consider when calculating possible income from a book.

QUESTION THREE (20 MARKS)

- (a) Explain the term copyright as used in book publishing. (5 marks)
- (b) What is 'fair use' as used in publishing? Explain the circumstances under which it is allowed. (15 marks)

QUESTION FOUR (20 MARKS)

A job advert for the position of editor in books publishing house gives the following as some of the responsibilities of the person:

- (i) Edits manuscripts/typescripts
- (ii) Assesses manuscripts/typescripts
- (iii) Liaises with marketing and sales personnel

As one of those people short-listed for the job, explain to the panelists what each of these responsibilities entail.

QUESTION FIVE (20 MARKS)

Discuss, in detail the advantages that books have over the other communication media.