



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 317

COURSE TITLE: BOOK PUBLISHING

DATE: 14TH NOVEMBER, 2022

TIME: 11.00AM - 1.00PM

INSTRUCTIONS TO CANDIDATES

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

DURATION: 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 a book and state two forms in which books may be published. (3 marks)
- b) Describe the term publishing as it relates to books. (2 marks)
- c) *Discuss the importance of books as a means of communication.* (10 marks)
- d) Citing examples, differentiate between fiction and non-fiction books. (6 marks)
- e) Discuss the **THREE** main elements of the book publishing process. (9 marks)

QUESTION TWO (20 MARKS)

- a) Differentiate between hardcover books (HC) and paperback books (PB). (10 marks)
- b) Highlight **FIVE** reasons why a manuscript may be rejected by an editor. (10 marks)

QUESTION THREE (20 MARKS)

- a) Outline the roles of any **FIVE** players in the book publishing process. (10 marks)
- b) Discuss **FIVE** reasons why copyright is important in book publishing. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the challenges facing the book publishing industry in Kenya. (10 marks)
- b) Outline **FIVE** ways in which published books may be marketed/promoted. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss **FIVE** categories of book publishers that exist. (10 marks)
- b) Discuss **FIVE** editorial functions in the book publishing process. (10 marks)