



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2023/2024 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 317

COURSE TITLE: BOOK PUBLISHING

DATE: 6TH DECEMBER, 2023

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

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) Explain the meaning of the following terms as have been used in this course: (6 marks)
- i. Tablet
 - ii. Roll
 - iii. Book
- b) With relevant examples, classify any four book publishers. (12 marks)
- c) There are several elements of a good book design. Describe any four such elements. (8 marks)
- d) Differentiate between the Egyptian papyrus roll and medieval codex. (20 marks)

QUESTION TWO (20 MARKS)

Write brief notes on the following activities that are undertaken during copy preparations:

- i. Consumer publishing
- ii. Trade publishing
- iii. General publishing

QUESTION THREE (20 MARKS)

The process of book publishing is a chain of interrelated and interdependent players. By use of relevant illustrations, discuss.

QUESTION FOUR (20 MARKS)

In Africa, book publishing can be a daunting and very challenging task. With any relevant examples, discuss any five such challenges.

QUESTION FIVE (20 MARKS)

Using relevant illustrations, describe any five editorial tasks performed by a sub-editor in the discharge of his or her functions.