



MAASAI MARA UNIVERSITY

**REGULAR UNIVESIRSTY EXAMINATIONS
2019/2020 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF SCIENCE AND INFORMATION
SCIENCES
BACHELOR OF SCIENCE IN INFORMATION
SCIENCES**

COURSE CODE: INS 1105

COURSE TITLE: INTRODUCTION TO PUBLISHING

DATE: 4TH DECEMBER 2019

TIME: 11:00 A.M - 1.00 P.M

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO QUESTIONS

QUESTION ONE (COMPULSORY 30 MARKS)

- a) Explain the following concept:
- i. Non-commissioned manuscript **(2 marks)**
 - ii. Publishing **(2 marks)**
 - iii. Reader **(2 marks)**
 - iv. Book Promotion **(2 marks)**
 - v. E-book **(2 marks)**
- b) Pre-Independent Kenya was a very important period in the Publishing Industry. Discuss what happened during this period. **(10 marks)**
- c) Explain the roles of the Publisher in the Publishing firm. **(10 marks)**

QUESTION TWO

- a) There are several problems affecting the growth of the Publishing Industry in Kenya. Discuss the major problems. **(12 marks)**
- b) Explain how modern technology has brought new development in the Publishing Industry. **(8 marks)**

QUESTION THREE

- a) Discuss Educational Publishing as used in Publishing Industry. **(10 marks)**
- b) Genres refer to book categories. Discuss these categories as used in the Publishing Industry **(10 marks)**

QUESTION FOUR

- a) Explain the publishing processes. **(12 marks)**
- b) Discuss three types of resellers in the book trade. **(8 marks)**

//END