



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SCHOOL OF SCIENCE AND INFORMATION SCIENCES**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS
BACHELOR OF SCIENCE IN INFORMATION SCIENCE**

**COURSE CODE: INS 1105
COURSE TITLE: INTRODUCTION TO
PUBLISHING**

DATE: 13TH DECEMBER 2018

TIME: 8.30 -10.30AM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO QUESTIONS**

QUESTION ONE (COMPULSORY 30 MARKS)

a) Explain the following concept:

- i. Commissioned manuscript **(2 marks)**
- ii. Publisher **(2 marks)**
- iii. Book **(2 marks)**
- iv. Copyright **(2 marks)**
- v. Copy editing **(2 marks)**

b) Discuss the factors to consider when starting a publishing firm.

(10 marks)

c) Explain the roles of an Editor in a publishing firm.

(10 marks)

QUESTION TWO

a) Discuss book publishing as a social, cultural and economic venture.

(14 marks)

b) Explain the pattern of the World book Industry.

(6 marks)

QUESTION THREE

a) Discuss issues which affect book publishing in Kenya.

(12marks)

b) Explain general publishing.

(8 marks)

QUESTION FOUR

a) Explain the publishing processes.

(12 Marks)

b) Discuss three types of resellers in the book trade.

(8 marks)

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