



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS  
UNIVERSITY EXAMINATION FOR DIPLOMA IN LIBRARY AND INFORMATION  
SCIENCE  
1<sup>st</sup> Year 2<sup>nd</sup> SEMESTER 2022/2023 ACADEMIC YEAR  
MAIN REGULAR

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COURSE CODE: ILD1111

COURSE TITLE: PUBLISHING & BOOK TRADE

EXAM VENUE:

STREAM: (Dip. Library & Information.)

DATE: 25/4/2023

EXAM SESSION: 9.00-11.00AM

TIME: 1 ½ HOURS

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**INSTRUCTIONS:**

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1. Answer QUESTION ONE and any other **three** questions
2. Candidates are advised not to write on the question paper.
3. Candidates must hand in their answer booklets to the invigilator while in the examination room.
4. Mobile phones are NOT allowed in the examination room

**QUESTION ONE (COMPULSORY)**

**(30 MARKS)**

- a) Define the following terms (3 Marks)
- i) Publisher ii) Book trade iii) Author
- b) Define Publishing Advance (2 Marks)
- c) Give five functions of book trade (5 Marks)
- d) Explain the three levels of book editing (6 Marks)
- e) Discuss some of the code of ethics in professional associations in publishing (5 Marks)
- f) Explain the terms solicited and unsolicited manuscript submissions (4 Marks)
- g) Differentiate between Traditional publishing, Self-publishing and Hybrid publishing (6 Marks)
- h) What is a publishing contract (2 Marks)
- i) What are the importance of editing in the publishing industry (5 Marks)
- j) Define copyright in publishing (2 Marks)

**QUESTION TWO**

**(20 MARKS)**

- a) Describe the Process of Book Publishing (10Marks)
- b) Discuss FIVE types of Publishers (10 Marks)

**QUESTION THREE**

**(20 MARKS)**

- a) Discuss the role of ICT in Publishing and Book Trade (10 Marks)
- b) Discuss roles of Professional Associations in Publishing and Book Trade (10 Marks)

**QUESTION FOUR**

**(20 MARKS)**

- a) Discuss Personnel and their roles in the Publishing Industry (10 Marks)
- b) Differentiate the different types of Publisher's Costs (10 Marks)

**QUESTION FIVE**

**(20 MARKS)**

- a) Describe the Challenges facing book publishing and trade in Kenya (10 Marks)
- b) A typical Publishing House has different departments that ensures its smooth operations. Discuss (10 Marks)

**QUESTION SIX**

**(20 MARKS)**

- a) Publishing involves different partners. Discuss (10 Marks)
- b) Trace the history of Publishing in Kenya since Independence (10 Marks)

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