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University Examinations 2023/2024

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF INFORMATION SCIENCE

CIS 3152: FUNDAMENTALS OF PUBLISHING AND BOOK TRADE

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer *Question one* and any other *two*

QUESTION ONE (30 MARKS)

- a) Highlight three aspects that indicate the origins of publishing and book trade. **(3 Marks)**
- b) Explain three (3) natural fibres other than wood that are used in paper making. **(6 Marks)**
- c) Describe three (3) players/partners in book industry and their roles. **(6 Marks)**
- d) Discuss three (3) main phases in book production process. **(6 Marks)**
- e) Explain three (3) types' legal issues that face publishers in the modern world. **(6 Marks)**
- f) Outline three (3) markets for publishing products in the society. **(3 Marks)**

QUESTION TWO (20 MARKS)

- a) Explain the various editors and their roles in a publishing house. **(10 Marks)**
- b) Discuss the marketing strategies applied in book trade. **(10 Marks)**

QUESTION THREE (20 MARKS)

- a) Describe the challenges facing book publishing and trade in Kenya. **(10 Marks)**
- b) Discuss the various types of products and services in electronic publishing. **(10 Marks)**

QUESTION FOUR (20 MARKS)

- a) Discuss the system requirements for automated bookshop management. **(10 Marks)**
- b) Discuss the two main method of preparing wood pulp in paper making. **(10 Marks)**

QUESTION FIVE (20 MARKS)

- a) Describe the requirements for the authorship as a main player in publishing. **(10 marks)**
- b) Discuss the various properties and uses of paper in the society. **(10 Marks)**