



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR SEMESTER I EXAMINATIONS

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

COURSE CODE: JMC 304

COURSE TITLE: BOOK PUBLISHING

DATE: 20/12/2023

TIME: 3.00 pm-5.00 pm

INSTRUCTIONS TO THE CANDIDATE

Answer **Question 1** and any **TWO (2)** other questions.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

1. Discuss the roles of various players in the life of a book from conception of the idea to the time it lands in the hands of the reader. (30 marks)

2. A colleague has written a manuscript and wants your advice on how to get it published. He/she is thinking of going for self-publishing because he/she feels that taking it to an established book publishing firm may take too long to have it published.
 - (a) Explain what self-publishing means. (5 marks)
 - (b) Take him/her through the advantages of taking it to an established book publishing house.

3.
 - (a) What is copyright as used in book publishing? (5 marks)
 - (b.) Explain any five parts of a publishing agreement. (15 marks)

4. Discuss the impact of information and communication technology on book publishing. (20 marks)

5.
 - (a) Explain what the following sections of a book mean:
 - (i) Foreword
 - (ii) Preface
 - (iii) Book index (12 marks)
 - (b.) What is ISBN of a book? Explain why it is necessary to have it on a book. (4 marks)
 - (c.) What is ISSN of a journal? (4 marks)