



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:
BACHELOR OF INFORMATION SCIENCE
HIS 4105: PUBLISHING AND BOOK TRADE

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: 18Apr 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- i. Explain the role of a publisher in book production process (10 Marks).
- ii. Highlight Five instances under which an author's manuscript can be rejected by a publisher (10 Marks)
- iii. Discuss why the legal and contracts department is integral in a publishing house (10 Marks)

Question TWO

- i. Explain what copyright is and how it affects the publishing industry (10 Marks).
- ii. Describe net book agreement citing the merits and demerits that accrued from it. (10 Marks)

Question THREE

- i. Highlight FIVE categories of book sellers in Kenya (10 Marks)
- ii. Describe what should be captured in advance notices if a publisher chooses to use it as a promotional channel for their publication. (10 Marks)

Question FOUR

- i. Discuss **FIVE** activities that typically take place in conventional bookshop management. (10 Marks)
- ii. State owned publishing houses are government owned. Highlight five merits of government involvement in publishing industry. (10 Marks)

Question FIVE

- i. Explain FIVE challenges faced in publishing and book trade industry in Kenya (10 Marks)
- ii. Describe the sales department in a publishing house giving its functions. (10 Marks)