



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: MAY 2025

TIME: 2 HOURS

DATE: 18Mar 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 who is a printer and their contribution in book production process (10 Marks).
- ii. Highlight key aspects to consider when editing a manuscript prior to publication. (10 Marks)
- iii. Discuss the role of subsidiary rights and permissions department in a publishing house (10 Marks).

Question TWO

- i. Author warranty is one of the clauses found in a contract between a publisher and an author. Explain Five items which the author guarantees in this clause. (10 Marks).
- ii. Highlight Five categories of books published in Kenya (10 Marks)

Question THREE

- i. Highlight **FIVE** reasons for having remainders after books have been published for sale. (10 Marks)
- ii. Describe what an astute bookseller will incorporate in a promotional message for their publication (10 Marks)

Question FOUR

- i. Discuss **FIVE** bookshop management strategies that a vendor can adopt. (10 Marks)
- ii. Explain the library supplier category of book sellers highlighting the special services they offer and major challenges. (10 Marks)

Question FIVE

- i. State owned publishing houses are government owned. Highlight five shortcomings of government involvement in publishing industry (10 Marks).
- ii. Discuss five considerations in choosing a desktop publishing software (10 Marks)