



TECHNICAL UNIVERISTRY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

**UNIVERSITY EXAMINATION FOR DIPLOMA IN:
DIPLOMA IN INFORMATION SCIENCE (DIS 13S Y2 S1)**

BCR 2201: PUBLISHING & BOOK TRADE

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: FEBRUARY 2015

TIME: 2 HOURS

Instructions to Candidates:

You should have the following for this examination

- *Answer Booklet*

This paper consists of **FIVE** questions. Attempt question **ONE (Compulsory)** and any other **TWO** questions
Maximum marks for each part of a question are as shown

This paper consist of **TWO** printed pages

Question One (Compulsory)

a) Define the following terms and phrases:

- (i) Author
- (ii) Publisher
- (iii) Printer
- (iv) Manuscript
- (v) Copyright

(10 marks)

b) Authorship is one of the problems experienced in publishing and booktrade in Kenya. Explain FIVE problems that arise from authorship **(10 marks)**

c) Briefly explain FIVE types of booksellers found in Kenya **(10 marks)**

Question Two

Before a book reaches the consumer, it undergoes some process. Discuss the process of book production **(20 marks)**

Question Three

a) List and briefly explain FIVE costs incurred in book publishing. **(10 marks)**

b) State and explain the functions of a publisher in the book industry **(10 marks)**

Question Four

Discuss any FIVE problems encountered in publishing and book trade industry in Kenya **(20 marks)**

Question Five

It is argued that books are still important in modern technological society. Discuss **(20 marks)**