



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF LIBRARY AND INFORMATION SCIENCE AND BACHELOR OF RECORDS MANAGEMENT AND INFORMATION TECHNOLOGY

ISC 106: PUBLISHING AND BOOK TRADE

1ST SEMESTER 2021/2022

TIME: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO.

1. Explain the following in relation to publishing and Book Trade.
 - a) Why a manuscript can be rejected by a publisher. (10 marks)
 - b) Publishing costs. (10 marks)
 - c) Work of a book designer. (10 marks)
2. Giving examples explain the factors that can affect a publisher's income. (20 marks)
3. (a) Explain the different types of publishers found in Kenya. (10 marks)
(b) Explain four main problems faced by publishing and book trade in Kenya and suggest solutions for each. (10 marks)
4. Explain the following in relation to copyright. (20 marks)
 - (a) Copyright infringement. (3 marks)
 - (b) Piracy (2 marks)
 - (c) Defamation (3 marks)
 - (d) Purpose of a copyright law. (12 marks)
5. (a) Explain how ICT has affected marketing and distribution of books. (10 marks)
(b) Explain the role of professional associations in publishing and book trade. (10 marks)