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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR TWO**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF INFORMATION SCIENCE AND TECHNOLOGY**

**FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCE**

**COURSE CODE: INS 206**

**COURSE TITLE: BOOK TRADE 1**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 12/02/2020 TIME: 2.00-4.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Differentiate between the following terms used in book trade
2. Preface and foreword **[2 marks]**
3. Back matter and front matter. **[2 marks]**
4. Appendix and index **[2 marks]**
5. Book author and book publisher **[2 marks]**
6. Spine and Text **[2 marks]**
7. “Books traditionally have been seen as a powerful cultural force” Explain any five reasons for this view **[10 marks]**
8. Identify any five categories of books giving example of each category identified.

 **[10 marks]**

**QUESTION TWO**

Explain challenges facing booksellers in Kenya and suggest how the challenges can be solved. **[20 marks]**

**QUESTION THREE**

1. Identify any five strategies that a book seller can use to increase the sale of books in his/her bookshop. **[10 marks]**
2. Explain the advantages of e-books over printed books. **[10 marks]**

**QUESTION FOUR**

Explain the main stages of book publishing and production.  **[20 marks]**

**QUESTION FIVE**

Explain what can be done to make books affordable in Kenya. **[20 marks]**