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**GARISSA UNIVERSITY**

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

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF INFORMATION SCIENCE AND TECHNOLOGY**

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

**COURSE CODE: INS 440**

**COURSE TITLE: EDITORIAL TITLE MANAGEMENT**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 14/02/2020 TIME: 09.00-11.00 AM**

**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. Explain the factors affecting manuscript selection. **[10 marks]**
2. Outline the stages in preparing typescripts for publications. **[10 marks]**
3. Explain the following terms:
4. Author
5. editor
6. Copy editing
7. Proof reading
8. Commissioning artwork **[10 marks]**

**QUESTION TWO**

Discuss the criteria for assessing manuscripts. **[20 marks]**

**QUESTION THREE**

Explain the following:

1. Editorial estimation of cost. **[10 marks]**
2. Editorial management accounting. **[10 marks]**

**QUESTION FOUR**

Identify and explain the types of rights in publishing. **[20 marks]**

**QUESTION FIVE**

1. Discuss editorial budget. **[10 marks]**
2. Explain the code of conduct for any media house in Kenya. **[10 marks]**