****

**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF PURE AND APPLIED SCIENCES**

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

**COURSE CODE: INS 113**

**COURSE TITLE: INTRODUCTION TO PUBLISHING**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 23/08/2021 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. Outline any five book formats (5 marks)
2. Identify five categories of publishers found in Kenya giving examples of each. (5 marks)
3. Explain any five defining features of books. (10 marks)
4. Explain the following stages in the publishing process
5. Authorship
6. Editing
7. Production
8. Marketing
9. distribution (10 marks)

**QUESTION TWO**

1. Outline the advantages e-books have over Ink-and- paper books. (10 marks)
2. Explain the reasons for the concentration of school textbook publishing in Kenya. (10 marks)

**QUESTION THREE**

1. Give reasons for Garissa University establishing a publishing press. (10 marks)
2. Explain how an entrepreneur can establish a publishing firm. (10 marks)

**QUESTION FOUR**

1. With specific examples identify explain the major book categories. (10 marks)
2. Give a brief history of the development of the publishing industry in Kenya. (10 marks) \

**QUESTION FIVE**

1. Discuss the challenges facing the publishing industry in Kenya. (10 marks)
2. Suggest solutions on the challenges you have identified in question **five (a)** can be overcome. (10marks)