



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

COURSE CODE: DCM 107

COURSE TITLE: INTRO TO PUBLISHING

EXAM DATE: TUESDAY 29TH MARCH 2016

TIME: 9.00AM -12.00 NOON

INSTRUCTIONS:

This exam comprises of section A & B. Answer FIVE questions. Section A is compulsory. Answer FOUR questions in section B.

SECTION A

1. a) Name FOUR key departments in a publishing house. **(5 marks)**
b) Discuss the functions of each of the FOUR departments listed in 1a). **(15 marks)**

SECTION B

1. Martha is interested in publishing her manuscript that she has had for a long time. She identifies you as the right person to consult on how to get her manuscript published. Guide her through the publishing process. **(20 marks)**
2.
 - a) Define web publishing **(5 marks)**
 - b) Discuss five advantages of web publishing **(15 marks)**
3. Your friend is planning to start a magazine; present to him/her factors to consider as they think about the plan. **(20 marks)**
4.
 - a) Define media convergence. **(5 marks)**
 - b) Discuss how media convergence influences publishing both positively and negatively. **(15 marks)**
5. Discuss FOUR major challenges facing the publishing industry in Kenya. **(20 marks)**