



PAN AFRICA CHRISTIAN UNIVERSITY

**END OF SEMESTER EXAMINATION FOR THE DIPLOMA IN
COMMUNICATION**

JANUARY-APRIL 2017

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION AND LANGUAGES

COURSE CODE: DCM107

COURSE TITLE: Introduction to Publishing

EXAM DATE: MONDAY 3rd, APRIL 2017

TIME: 5.30PM-8.30PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer **ALL** questions in section **A** and **THREE** questions in section **B**.

Section A: Question 1 is compulsory

1.
 - a) By citing relevant illustrations, identify any five current trends in the publishing industry worldwide and explain their impact on the industry (20 marks)
 - b) You intend to write a book and publish it. Your motive is to make as much money from its sales as possible. Under the following sub-titles, explain what you must know about the publishing process: (10 marks)
 - i. Acquisitions
 - ii. The meeting
 - iii. Editorial
 - iv. Scheduling
 - v. Numbers

Section B: Select and answer any 3 questions from this section

2. Discuss, using relevant illustrations, the five basic things that a prospective publisher needs to know about the publishing process before venturing to publish a book (10 marks)
3. Argue for and against the danger of extinction of the hardcopy book in light of the changing trends in publishing worldwide. (10 marks)
4. By using the examples of both The Standard and the Nation Newspapers, assess the history of Print Media in Kenya from 1902 to date. (10 marks)
5. Trace the development of the printing press from the invention of the Gutenberg Press to the current modern publishing press. (10 marks)