



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF 2ND SEMESTER EXAMINATION 2017/18

DEPARTMENT OF COMMUNICATION STUDIES

COMM 304: ELEMENTS OF BOOK PUBLISHING

TIME ALLOWED: 2 HOURS

LEVEL 300

STUDENT ID No.

INSTRUCTIONS:

ANSWER ALL QUESTIONS IN SECTION A AND ANY 2 FROM SECTION B.

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY
THE INVIGILATOR.**

Lecturer: Mr. Clemence Kumavie

SECTION A (50 marks)

- *Answer the questions below using one word, one phrase or a complete sentence where appropriate. You will NOT receive any partial credit for any question for which more than one or an incomplete response is provided.*
- *Answer all questions in this section on the question paper.*

1. What is a Preface of a book? (2 marks)

.....
.....

2. What does a Copy Editor use to ensure that spellings, hyphenation, punctuation etc remain consistent throughout a book? (1 mark)

.....

3. Whom does a Literary Agent work for in the Book Publishing Industry? (1 mark)

.....

4. When in the Book Publishing process is the Author paid a *lump sum*? (1 mark)

.....

5. What qualities must a manuscript contain for it to qualify to be referred to as an Intellectual Property by the Publisher. (3 marks)

(a)

(b)

(c)

6. By what name would you refer to a recto page in a book that contains only the **main title of the book, the name of the author and an imprint of the publisher**? (1 mark)

.....

7. A **copyright page** with the publication history of a book and the **back cover** contain a number that uniquely identifies the book. The full name for this number is ... (1 mark)

.....

8. The right that a publisher is granted to the content of a book which is normally negotiated with the author that enables the publisher to publish and sell the work and to stop others from copying the work is called a ... (1 mark)

.....

9. A small element added to the upper or lower end of the main stroke of a *type* (letterform) is known as ... (1 mark)

.....

10. What is a **solicited manuscript**? (2 marks)

.....
.....

11. Name any two (2) elements that would be used in “**End Matters**” of a book. (2 marks)

.....
.....

12. Symbols that proof-readers use to indicate places what errors occurred, where they have occurred, and the correct version, are known as ... (1 mark)

.....

13. When **type** (letterform) sizes are between eight to fourteen (8-14) points in a book, one can generally refer to them as... (1 mark)

.....

14. Whose duty is it in a publishing house to do content editing of a manuscript? (1 mark)

.....

15. Name the four types of **alignment of types** used in books? (4 marks)

- a) b)
c) d)

16. Name three factors that determine the choice of **type** (letter form) used in a book. (3 marks)

- a) b)
c)

17. Elements such as Page numbers, Chapter title and Book titles that appear on top of every content page of a book are called ... (1 mark)

.....

18. The granting of a freedom to use an illustration or text that is contained in another book which should be sought from the publisher of the original source of the illustration or book is known as book publishing as ... (1 mark)

.....

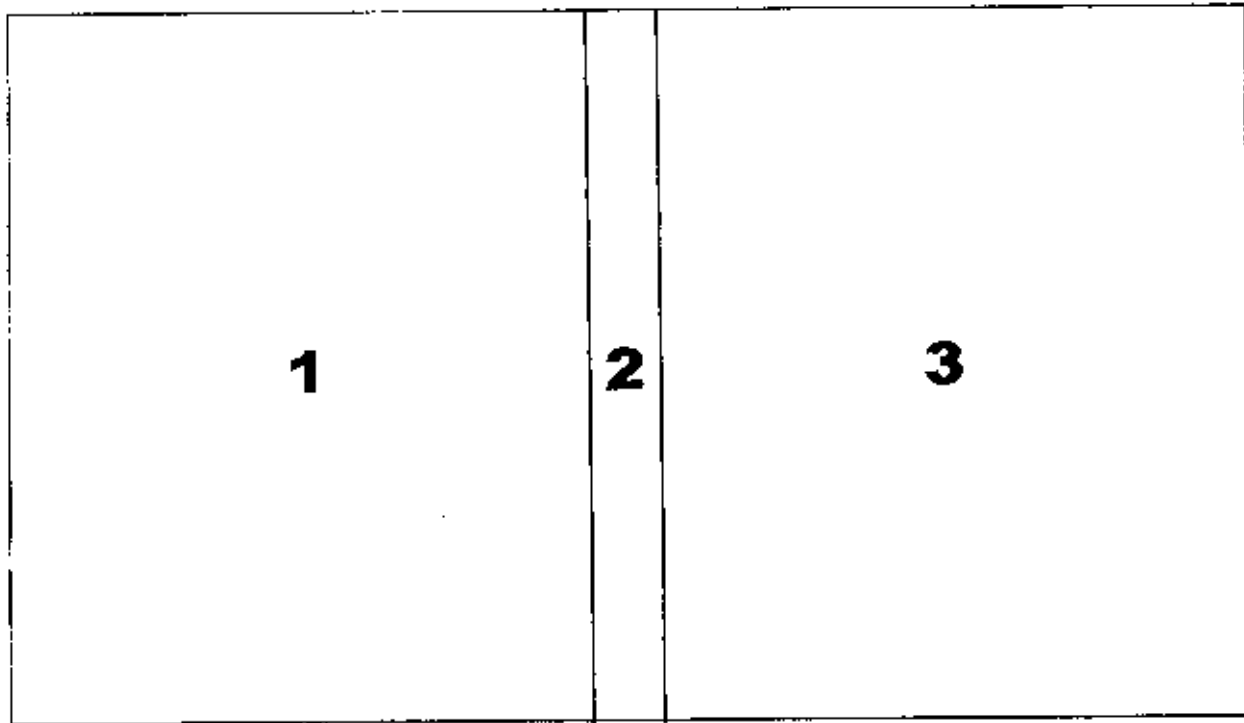
19. In the book publishing process, who is the only person in addition to the author that must necessarily read the entire manuscript before publication? (1 mark)

.....

20. The most widely used binding method used for exercise books in Ghana is known as ... (1 mark)

.....

The diagram below is an illustration of the parts of a book cover. Use it to answer questions 21- 23.



21. Name the parts labelled 1, 2, and 3. (3 marks)

22.1. (1)

22.2. (2)

22.3. (3)

22. List the elements that would be placed in the area marked 1

23.1.

23.2.

23. List the elements that would be placed in the area marked 3

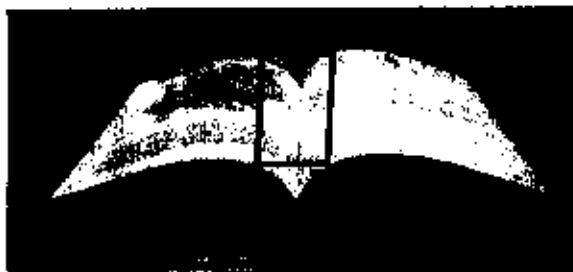
24.1.

24.2.

24.3.

24.4.

24. What is the name of the part of the book marked by the rectangle? (1 mark)



.....

25. Sheets in a book could be divided into smaller units. Each of the parts is known as ... (1 mark)
-
26. Any combination of quotes from the work, the author, the publisher, reviewers or fans, a summary of the plot, a biography of the author or simply claims about the importance of the work on a book cover or jacket is known as ... (1 mark)
-
27. There are six lines of text displayed in different type faces in the diagram below. All these types have one common style by which they could be called. What is the name of the style
- (1 mark)

<p>The quick brown fox jumps over the lazy dog.</p> <p>The quick brown fox jumps over the lazy dog.</p> <p>The quick brown fox jumps over the lazy dog.</p> <p>The quick brown fox jumps over the lazy dog.</p> <p>The quick brown fox jumps over the lazy dog.</p> <p>The quick brown fox jumps over the lazy dog.</p>

-
28. Name any one format in which an online publisher may choose to publish an eBook. (1 mark)
-
29. The page by page graphic representation of a printed book is known as ... (1 mark)
-
30. What is a dummy in Book Publishing?
-
31. Name any two (2) formats in which a publisher may choose to publish his book without using any form of paper.
-
32. What do you understand by the word **manuscript**?
-

SECTION B (50 marks)

Answer any two questions from this section

1. What do you understand by book publishing. Describe the book publishing process. (25 marks).
2. (i) What is a book proposal and what are the elements that go into a book proposal? (15 marks)
(ii) What is Value Addition in Book Publishing? What are the types of values that a publisher could add to the book of an author to enhance its profitability. (10 marks)
3. Assume you are in-charge of a Book Publishing Project in your organisation:
 - (i) What is print buying and what would you look out for when buying print? (8 marks)
 - (ii) What are the characteristics of paper that you would consider in choosing paper for your book printing work.
4. 4.1. What is the Marketing Mix? How is it to influence the market of books in the publishing industry? (13 marks)
4.2. What is typography and in what ways would its effective use affect the quality of the book? (12 marks)