



**CENTRAL
UNIVERSITY
COLLEGE**

END OF SECOND SEMESTER EXAMINATION (2018/19)

DEPARTMENT OF COMMUNICATION STUDIES

COMM 304: ELEMENTS OF BOOK PUBLISHING

TIME: 2 HOURS

LEVEL 300

STUDENT ID No:

INSTRUCTIONS:

Answer all questions from Section A on the question paper
Answer any two (2) questions from Section B in the answer booklet

**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)

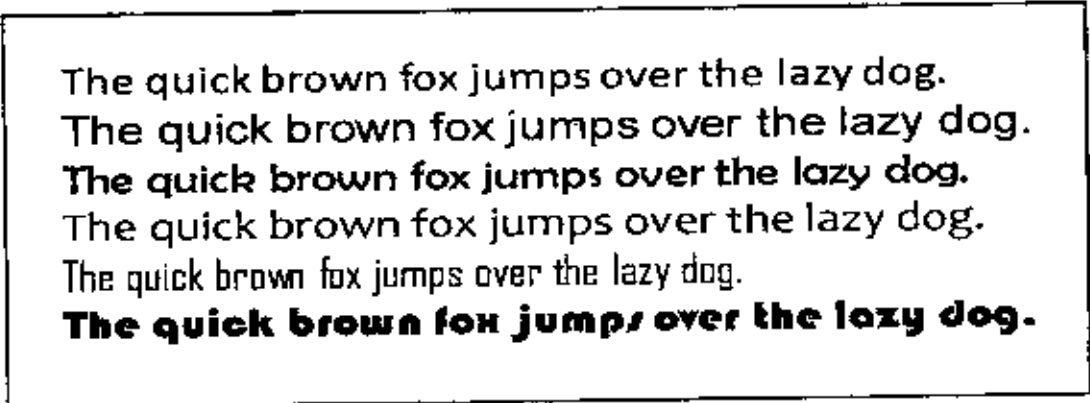
- Answer the questions below using one word, one phrase or a complete sentence where appropriate. You will NOT receive any partial credit for any question for which more than one or an incomplete response is provided.
- Answer all questions in this section on the question paper.

1. Author's handwritten or typed script can also be called a ... (1 mark)
.....
2. The part of a book's cover that encloses the inner side of the book's pages and faces outwards when the book is shelved repeating all the elements that are on the cover is known as ... (1 mark)
.....
3. In Book Publishing industry, the term used to describe a miniature of a book that is made to show exactly how the eventual book would look is called a(n) ... (1 mark)
.....
4. The items in the list numbered 5.1. to 5.5. occur during the Book Publishing process. Re-order them in the space provided in an ascending order (an order in which the first process comes first) 5.1. to 5.5. so that they follow the chronological order in which they occur in the book publishing process. The first in the process should be 5.1 and the last 5.5. (5 marks)
4.1. Cover is printed 4.1.
4.2. Lumpsum (paid to an author) 4.2.
4.3. Manuscript sent to publisher 4.3.
4.4. Book distributed to bookshops 4.4.
4.5. Copy-editing is being done 4.5.
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. A reference document that is mainly used to maintain consistency during the Copy-Editing process of a manuscript is called ... (1 mark)
.....
7. Why would an editor want to reduce the **length of lines** of text in a book? (1 mark)
.....

8. The following are some parts of a book. Arrange them in the order in which they would occur in the book. *Write the full part of the book and NOT the QUESTION NUMBER as the answer.* (1 mark each)

- 8.1 Foreword 8.1.
- 8.2 Half Title 8.2.
- 8.3 Table of Content 8.3.
- 8.4 Title 8.4.
- 8.5 Glossary 8.5.
- 8.6 Dedication 8.6.

9. 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)



10. All *type sizes* below than 14 points that are used in a book could generally be called ... (1 mark)
.....

11. Name the three factors that determine the choice of *type* (letter form) that you would want to use in a book. (3 marks)

- a)
- b)
- c)

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

13. Which group of pages in a book are normally numbered using Roman Numerals? (1 mark)
.....

14. 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)
-
15. The most widely used binding method used for exercise books in Ghana is known as ... (1 mark)
-
16. Any combination of quotes from the author's work, by reviewers or fan's, comments, a summary of the plot, a biography of the author or simply claims about the importance of the work that are normally printed on the cover or jacket of a book is known as ... (1 mark).
-
17. List the four (4) main tasks that a Copy Editor undertakes on a book? (4 marks)
- (a)
- (b)
- (c)
- (d).....
18. A form of protection, given to authors, publishers and other creative artists as a proof of legal ownership of an *Intellectual Property* is known as ... (1 mark)
-
19. The art and technique of arranging type to make written language readable and appealing is called ... (1 mark)
-
20. In the Book Publishing Industry, who mostly owns the right to the book? (1 mark)
-
21. Name any three (3) elements that would be used in "End Matters" of a book. (3 marks)
- (a)
- (b)
- (c)

Give a short description of what each of the following parts of a book are expected to contain? (2 marks each)

1. Preface

.....

.....

2. Foreword

.....
.....

3. Title Page

.....
.....

4. Half Title page

.....
.....

5. Acknowledgement

.....
.....

SECTION B (50 marks)

Answer any two questions from this section.

1. What do you understand by book publishing. Describe what a book publisher does. (25 marks).
2. (a) Your Book publishing house has received an unsolicited manuscript from an author. On evaluation you realised that the manuscript is a good one. What types of value would you recommend that your house adds to the book? (15 marks)
2. (b) What is typography and in what ways would its effective use affect the quality of the book? (10 marks)
3. (a) What is a book proposal and what are the elements that go into a book proposal? (15 marks)
- (b) What are the characteristics of paper that you would consider in choosing paper for your book printing work? (10 marks)
4. (a) 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? (15 marks)
- (b) (a) What is print buying and what would you look out for when buying print? (10 marks)