



CENTRAL UNIVERSITY

RESIT EXAMINATION: MARCH 2016/2017

DEPARTMENT OF COMMUNICATION STUDIES

COMS304: ELEMENTS OF BOOK PUBLISHING

TIME ALLOWED: 3 HOURS

LEVEL 300

STUDENT ID NO.....

INSTRUCTIONS:

ANSWER QUESTIONS ONE(1) AND TWO (2) AND ANY OTHER TWO (2)
QUESTIONS 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

Answer question 1 and 2 and any other any other two questions. All questions carry equal marks.

(Questions one (1) and two (2) are compulsory)

1. A Level 100 student has approached you and wants to know what book publishing is and what a book publisher does. Explain to the student book publishing is and give a detail description of the activities of a book publisher. **(20 marks)**

2.
 - 2.1. What qualities must an Editor have to enable him/her succeed with Authors and Manuscripts?
 - 2.2. What are the main tasks that a Copy Editor would undertake when working on a manuscript?

3. Write short notes on the following
 - 3.1. The style of a book. **(5 marks)**
 - 3.2. Structural mark-up in book publishing. **(5 marks)**
 - 3.3. Publishing Value Chain **(5 marks)**
 - 3.4. Functions of typography in book publishing. **(5 marks)**

4.
 - 4.1 Your Book publishing house has received an unsolicited manuscript from an unknown 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? **(10 marks)**

 - 4.2. What is a book proposal and what are the elements that go into a book proposal? **(10 marks)**

5. Assuming you are leading a Book Publishing Project in your organisation:
 - 4.1. What would you look out for when buying print? **(7 marks)**
 - 4.2. What are the elements that are on a book cover? **(6 marks)**
 - 4.3. What are the elements that go into a book contract that a publisher signs with an author? **(7 marks)**