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**UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER**

**MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND  
MASS COMMUNICATION**

**COURSE CODE: JMC 317**

**COURSE TITLE: BOOK PUBLISHING**

**DATE: 6<sup>TH</sup> DECEMBER, 2023**

**TIME: 9.00 - 11.00AM**

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**INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

**TIME: 2 Hours**

**QUESTION ONE - COMPULSORY (30 MARKS)**

- a) Explain the meaning of the following terms as have been used in this course: (6 marks)
- i. Tablet
  - ii. Roll
  - iii. Book
- b) With relevant examples, classify any four book publishers. (12 marks)
- c) There are several elements of a good book design. Describe any four such elements. (8 marks)
- d) Differentiate between the Egyptian papyrus roll and medieval codex. (20 marks)

**QUESTION TWO (20 MARKS)**

Write brief notes on the following activities that are undertaken during copy preparations:

- i. Consumer publishing
- ii. Trade publishing
- iii. General publishing

**QUESTION THREE (20 MARKS)**

The process of book publishing is a chain of interrelated and interdependent players. By use of relevant illustrations, discuss.

**QUESTION FOUR (20 MARKS)**

In Africa, book publishing can be a daunting and very challenging task. With any relevant examples, discuss any five such challenges.

**QUESTION FIVE (20 MARKS)**

Using relevant illustrations, describe any five editorial tasks performed by a sub-editor in the discharge of his or her functions.