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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF INFORMATION SCIENCE AND TECHNOLOGY**

**FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCE**

**COURSE CODE: INS 105**

**COURSE TITLE: INTRODUCTION TO PUBLISHING**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 05/02/2020 TIME: 09.00-11.00 AM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Give reasons why Garissa University establishing a publishing press **[5 marks]**
2. Outline any five defining features of books **[5 marks]**
3. Identify five categories of publishers found in Kenya. **[5 marks]**
4. Distinguish between the following terms
5. Printing and Publishing
6. Author and Editor
7. Book distributor and book retailer **[6 marks]**
8. Trace the historical development of the publishing industry in Kenya **[9 marks]**

**QUESTION TWO**

1. Compare and contrast e-book with Ink-and- paper books **[10 marks]**
2. Explain any five solutions to the high cost of books in Kenya **[10 marks]**

**QUESTION THREE**

Explain how an entrepreneur can establish a publishing firm. **[20 marks]**

**QUESTION FOUR**

1. With specific examples explain the major book categories **[10 marks]**
2. Explain the stages of publishing, showing the importance of each stage.  **[10 marks]**

**QUESTION FIVE**

1. Explain reasons for Kenyan publishers concentrating on publishing of school textbooks. **[10 marks]**
2. Discuss any five challenges facing the publishing industry in Kenya and suggest solutions to these challenges. **[10 marks]**