

DIPLOMA IN LIBRARY AND INFORMATION SCIENCE

DLIS 0226- PUBLISHING AND BOOK TRADE

Instructions:

Answer Question **ONE** and **ANY OTHER 2** Questions

1. (a) Explain the following terms as used in publishing and book trade: (10 marks)
(i) Publishing (ii) Document (iii) Unpublished materials (iv) Publisher (v) Book trade
(b) With relevant examples in each case, explain the various partners involved in book publishing and selling process. (10 marks)
(c) Highlight 5 differences between print and non-print sources of information. (10 marks)
2. (a) Examine how poor reading habit in an obstacle to book publishing and book trade in Kenya. (10 marks)
(b) Discuss the main departments in a typical publishing company. (10 marks)
3. (a) Explain the 5 main methods used in book promotion (10 marks)
(b) How can libraries enhance reading culture in Kenya? (10 marks)
4. (a) Discuss 2 approaches used in the classification of publishing companies in Kenya. (10 marks)
(b) Explain 5 reasons as to why textbook publishing is popular in Kenya. (10 marks)
5. (a) Explain the six problems information personnel face when acquiring non-book materials. (12 marks)
(b) Discuss 4 circumstances under which a library should acquire information materials in the non-print format. (8 marks)