



School of Communication, Languages and Performing Arts

Department of Communication

August 2017 Semester

COM 408D: Publishing

Final Exam

Instructions:

1. This exam is two hours long
2. Answer **all** questions from section A and **any two** from section B.
3. Any form of cheating will lead to immediate dismissal from the exam room.
4. Follow the instructions
5. Please write legibly

Section A

Question 1& 2 (25marks)

1. The Chairman of the Publishing Association of Kenya Lawrence Njagi has asked you to advise him on what to include in the speech him for the 21st International Book Fair 2018 to be held at Sarit Center Expo Hall, Westlands. He has asked you to do the following:
 - a. Give a summary of the successes and challenges of the 2017 International Book Fair whose theme was “Unity through Books”. (5 marks)
 - b. Suggest a theme for the upcoming International Book Fair and explain why you think the theme is appropriate.(5 marks)
 - c. Briefly assess the state of Publishing in Kenya: Opportunities and Challenges (5 marks)
2. Reflect on the marketing and distribution of books in Kenya. Select one bookstore and discuss the strengths and weaknesses of its marketing strategy (10 marks)

Section B

Attempt any two questions from this section:

3. Wanda Gichohi has just completed her presentation on writing her book online. During her presentation she stated that anything on Google that is downloadable is free for use. Educate Wanda on Copyright Law in Kenya. Use the following sub headings:
 - a. Define intellectual property
 - b. Define Copyright
 - c. Why protect copyright
 - d. What does copyright protect
 - e. What rights does copyright cover (10 marks)
4. You have just been employed as the Editor in chief of a Multinational Book Publishing firm in Ethiopia. The Organization would like important details on managing their web presence. Advise the Organization on what they could do to maintain a vibrant online visibility as a publisher (10 marks)
5. You are attending the Litt World Conference in Singapore. You have been asked to prepare a presentation on Self-Publishing verses Traditional Publishing: What is best for your African Context. (10 marks)

THE END