

3813/202  
PUBLISHING AND BOOK TRADE  
November 2008  
Time: 3 hours

THE KENYA NATIONAL EXAMINATIONS COUNCIL  
HIGHER DIPLOMA IN LIBRARY AND INFORMATION  
MANAGEMENT

MODULE II

PUBLISHING AND BOOK TRADE

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SIX questions.  
Answer QUESTION 1 and any THREE other questions.  
QUESTION 1 carries 40 marks.  
All other questions carry equal marks.*

**This paper consists of 4 printed pages.**

**Candidates should check the question paper to ascertain that all the pages are printed as indicated and no questions are missing.**

**1. Read the case below and answer the questions that follow.**

XYZ Publishers is a publishing firm started four years ago by George and Felix. The founders are graduates in library and information management. After looking for employment for a long time, they decided to put into practice the knowledge and skills they had acquired. They identified textbook publishing as a viable project which they could jointly undertake.

George and Felix wrote a business proposal that enabled them to access funds from an international financial institution which supports fresh graduates from technical colleges.

After carrying out a market research, they found out that most of the English textbooks used in primary schools were not only very expensive but also lacked local content. This prompted them to commission three primary school teachers to write English textbooks for Standard Eight.

George and Felix were able to use desktop publishing to design and edit the book; after which they took a camera-ready copy for printing.

Owing to its local content and low price the book had a ready market hence the sales were high. This motivated the XYZ Publishers to produce a series of English textbooks for standard One to Eight. They also published Kiswahili and Mathematics textbooks which equally sold well.

XYZ Publishers' English books were among the recommended textbooks to be used in primary schools. Thus George and Felix expected the volume of sales to increase considerably.

With this expectation in mind, XYZ Publishers got additional credit to finance the printing of extra English textbooks to increase their stock and hire a warehouse for storage.

Unfortunately, the sales of English series dropped drastically during the year. XYZ Publishers were getting more orders for Mathematics and Kiswahili than the English series.

The financial status of the firm deteriorated to a point where it was unable to repay the loan on time. This prompted George and Felix to visit bookshops and schools in order to establish the problem.

They discovered that their English textbooks were used in every school yet the books were not available in bookshops. A private investigator was hired to find out why the books were available in schools and not in bookshops.

It was then discovered that some printers were illegally producing the English textbooks at a discount of 50% on condition that the books are not displayed and that the transactions are not recorded.

- (a) Discuss **five** challenges XYZ Publishers is likely to experience in containing piracy. (20 marks)
- (b) Explain **five** benefits that XYZ Publishers may have derived from using desktop publishing. (10 marks)
- (c) You have been hired by XYZ Publishers as a consultant to advise them on how to improve the sales. Suggest **five** recommendations you would make to the company. (10 marks)
2. (a) Discuss **six** factors that influence the stock of a bookshop. (12 marks)
- (b) Explain **four** roles of literary agents in book publishing. (8 marks)
3. (a) Discuss **six** elements you would include in an editing policy for general publishing. (12 marks)
- (b) Explain **four** salient features of book publishing in Kenya. (8 marks)
4. (a) Discuss **five** factors that have contributed to the ineffectiveness of the copyright law in protecting the authors' rights in Kenya. (10 marks)
- (b) You have been nominated to lead a team of sales representatives to an international book fair. Identify **five** exhibits you would take to the trade fair, explaining the importance of each exhibit. (10 marks)
5. (a) Explain **six** challenges faced by the National Bibliographic Agency (NBA) in Kenya in compiling the National bibliography. (12 marks)
- (b) Analyse the factors which affect book trade in Kenya. (8 marks)

6. (a) Discuss **six** roles of a production manager in a book publishing firm. (12 marks)
- (b) Explain the challenges that have arisen from the advent of new technologies in the publishing and book trade industry in Kenya. (8 marks)

