



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE CODE: MAC 423
COURSE TITLE: BOOK PUBLISHING AND THE LAW
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS.

- 1a. List and explain any 5 types of books that you know. **11.5 marks**
- 1b. Identify and describe the three main parts of a book structure. **6 marks**
- 2a. Book publishing has led to four major developments. List and explain them as you have understood from this course. **12 marks**
- 2b. Describe the role of a bookseller in the process of book publishing. **5.5 marks**
- 3a. In book publishing, the editor is crucial in the process of what becomes a published book. List and discussed any three of the different types of editors in book publishing. **9 marks**
- 3b. As a budding publisher, identify and discuss any two major analyses of your environment that you must conduct before venturing into publishing. **8.5 marks**
- 4a. As a nominee for the post of Minister of Education, discuss and proffer solutions to any three of the following five challenges facing book publishing in Nigeria. **15 marks**
- i. Absence of Qualified Manpower:
 - ii. Finance:
 - iii. Poor Reading Habit
 - iv. Production Cost.
 - v. Inadequate Channels of Distribution.
- 4b. What is writing? **2.5 marks**
- 5a. Describe how advanced technology has impacted publishing in the following areas: **12 marks**
- i. Audio Books
 - ii. E-Books
 - iii. E-Publishing
 - iv. Print-on-Demand (POD)
- 5b. With relevant examples, describe defamation. **5.5 marks**