



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2024\_2 EXAMINATION**

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

- 1a. Publishing has a process. Identify and discuss any 5 levels in the process as you have learnt in this course. **15 marks**
- 1b. What is book classification? **2.5 marks**
- 2a. There are four main functions of book classification. List the four. **4 marks**
- 2b. Trace the history of book publishing in Nigeria. **13.5 marks**
- 3a. Cost in book publishing is very essential. Discuss the three groups of costs that a publisher may incur in the process of book publishing. **9 marks**
- 3b. There are different types of organisational structures in book publishing. Identify and explain any two of them. **8.5 marks**
- 4a. Explain the concept of intensive growth for a publishing organisation to your friend who wants to become a publisher. **7.5 marks**
- 4b. Describe the stages in writing and what an author must know before he decides to start writing. **10 marks.**
- 5a. Explain how the following sales outlets may be of relevance to a publisher as he aims to promote his/her book. **12.5 marks**
  - i. Bookshops and Bookstores
  - ii. Books Launching Venues:
  - iii. Trade Fair Centres:
  - iv. Conferences/Seminars/Workshops.
- 5b. List any five of the six requirements for a book to get the International Standard Book Numbering (ISBN). **5 marks**