



CRAWFORD UNIVERSITY
Faith City, Igbesa, Ogun State
COLLEGE OF BUSINESS AND SOCIAL SCIENCES
HARMATTAN SEMESTER EXAMINATION 2019/2020 ACADEMIC SESSION

DEPARTMENT: MASS COMMUNICATION
PROGRAMME: B. SC MASS COMMUNICATION
COURSE TITLE: MANUSCRIPT ASSESSMENT
COURSE CODE: MAC 343
CREDIT UNITS: 2E
TIME ALLOWED: 2HRS
INSTRUCTION: ATTEMPT THREE (3) QUESTIONS IN ALL.

1. To effectively assess an academic manuscript submitted by an author, an assessor is provided with some materials to help him discharge his duty – explain four (4) of these materials. **20 Marks**
2. Identify eight (8) sources of manuscript to a publishing organisation, and briefly explain any five (5). **20 Marks**
3. Certain factors influence the availability of manuscripts to a publisher, identify and explain any five (5) of these factors. **20 Marks**
4. Identify and briefly explain four (4) different types of editors involved in the process of manuscript assessment and their roles. **20 Marks**
5. Where a manuscript is accepted for assessment, it passes through two (2) stages. Identify and briefly explain these two (2) stages, and two (2) characteristics of a good manuscript. **20 Marks**