



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: RESEARCH IN BOOK PUBLISHING
COURSE CODE: MAC 417
CREDIT UNITS: 2E
TIME ALLOWED: 2HRS
INSTRUCTION: ATTEMPT THREE (3) QUESTIONS IN ALL.

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| 1. (a) Briefly explain what you understand by "Book". | 5 Marks |
| (b) Mention and explain five (5) role players in the world of book. | 15 Marks |
| 2. (a) Research and Development serve major roles in book publishing. Discuss. | 8 Marks |
| (b) Book publishing uses information to produce information. Explain. | 12 Marks |
| 3. (a) Explain Industrial Information System. | 5 Marks |
| (b) List and explain five (5) advantages of book publishing house. | 15 Marks |
| 4. Explain the concept of research from five (5) different perspectives. | 20 Marks |
| 5. Explain five (5) important qualities of research. | 20 Marks |