



CRAWFORD UNIVERSITY
Faith City, Igbesa, Ogun State
COLLEGE OF BUSINESS AND SOCIAL SCIENCES
HARMATTAN SEMESTER EXAMINATION 2018/2019 ACADEMIC SESSION

PROGRAMME: MASS COMMUNICATION

COURSE TITLE: INTRODUCTION TO BOOK PUBLISHING

COURSE CODE: MAC 207

CREDIT UNITS: 2

TIME ALLOWED: 2HRS

INSTRUCTION: ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS.

1. (a) What is a book? 5Marks
(b) List three (3) objectives and functions of a book and give brief explanation on each. 15 Marks
2. Discuss the importance of these book publishing professionals:
- (i) Author
 - (ii) Publisher
 - (iii) Editor
 - (iv) Bookseller 20 Marks
3. Examine the challenges of book publishing in Nigeria. 20 Marks
4. (a) What is manuscript? 5Marks
(b) Outline the processes of evaluating a manuscript? 15 Marks
5. Write brief notes on the following:
- (a) Copyright Law 4 Marks
 - (b) Oddment 4 Marks
 - (c) Half title 4 Marks
 - (d) ISBN 4 Marks
 - (e) Law of defamation 4 Marks