

NATIONAL UNIVERSITY OF LESOTHO
COMMUNICATIONS AND STUDY SKILLS UNIT
BACHELOR OF LIBRARY AND INFORMATION STUDIES (BLIS)

LIS 3304 - PUBLISHING

JANUARY 2024

MARKS: 100

3 HOURS

INSTRUCTIONS:

- Answer questions 1-3 which are compulsory.
- Choose and answer one between questions 4 and 5.
- Answer in complete sentences.
- Write neatly and clearly.

QUESTION 1

- a) Define in detail what Publishing is. (7)
- b) Describe monographic titles, stating **two** examples of monographic titles. (9)
- c) Describe serial titles, giving **two** examples of a serial title. (9)

[25]

QUESTION 2

- a) List **four** characteristics of a multi-national corporation (MNC) type of a publisher. (9)
- b) Mention the names of any five MNCs that have operated in Lesotho since 1980's. (10)
- c) State any **two** reasons why several MNCs publishers have left Lesotho in recent years. (6)

[25]

QUESTION 3

- a) Clearly state any **two** publishing-related weaknesses of Mazenod and Morija printing companies which were toured recently. (6)
- b) Briefly explain the importance of ISBN in a country which assigns the numbers. (7)
- c) Describe **four** factors that stimulate publishing. (12)

[25]

QUESTION 4

- a) State **five** programs by which APNET aimed to strengthen indigenous publishing in Africa. (10)
- b) Justify through **five** areas that publishing has a role to play in development. (15)

[25]

QUESTION 5

- a) Define in detail, Online Publishing. (7)
- b) Describe **two** advantages of Online Publishing (8)
- c) State any **five** activists involved in Publishing (10)

[25]