



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2024 1 EXAMINATION**

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

- 1a. List and explain any 5 types of books that you know. **11.5 marks**
- 1b. Identify and describe the three main parts of a book structure. **6 marks**
- 2a. Book publishing has led to four major developments. List and explain them as you have understood from this course. **12 marks**
- 2b. Describe the role of a bookseller in the process of book publishing. **5.5 marks**
- 3a. In book publishing, the editor is crucial in the process of what becomes a published book. List and discussed any three of the different types of editors in book publishing. **9 marks**
- 3b. As a budding publisher, identify and discuss any two major analyses of your environment that you must conduct before venturing into publishing. **8.5 marks**
- 4a. As a nominee for the post of Minister of Education, discuss and proffer solutions to any three of the following five challenges facing book publishing in Nigeria. **15 marks**
  - i. Absence of Qualified Manpower:
  - ii. Finance:
  - iii. Poor Reading Habit
  - iv. Production Cost.
  - v. Inadequate Channels of Distribution.
- 4b: What is writing? **2.5 marks**
- 5a. Describe how advanced technology has impacted publishing in the following areas: **12 marks**
  - i. Audio Books
  - ii. E-Books
  - iii. E-Publishing
  - iv. Print-on-Demand (POD)
- 5b. With relevant examples, describe defamation. **5.5 marks**