



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
Second Semester 2022/2023 Examination

Course Title: Introduction to Book Publishing

Course Code: MAS 234

Unit: 2

Duration: 2 Hours

Instruction: Answer three questions in all. Question one is compulsory.

1. a. Write explanatory notes on the materials that precede the text in a book.
b. Explain five importance of book to the world according to Okpoko (2012).
(30 Marks)
2. Explain the contributions the development of book publishing has made to the world.
(20 Marks)
3. Briefly trace the evolution of book publishing.
(20 Marks)
4. Discuss the professionalsthat are involved in book publishing industry.
(20 Marks)
5. Brieflydiscuss the processes and activitiesinvolvedin book publishing.
(20 Marks)