

**MASTER OF LIBRARY & INFORMATION SCIENCE**  
**THIRD SEMESTER**  
**MARKETING OF LIBRARY & INFORMATION PRODUCTS & SERVICES**  
**MLS-302**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

( **PART-A : Objective** )

Time : 20 min.

Marks : 20

*Choose the correct answer from the following:*

*1×20=20*

1. Peter Drucker noted the relationship between selling and marketing in the following terms:
  - a. Marketing is a subsidiary component of selling.
  - b. The aim of marketing is to make selling superfluous.
  - c. The aim of selling is to make marketing superfluous.
  - d. Selling and marketing is essentially the same thing.
2. "Marketing is the performance of business activities that directs the flow of goods and services from the producer to the consumer or user". This definition is by:
  - a. ALA
  - b. AMA
  - c. WIPO
  - d. ILO
3. CAPS stands for:
  - a. Context, Abstracting and Photocopy Service.
  - b. Contents, Abstracts and Photography Service.
  - c. Classification, Abstracts and Photocopy Service.
  - d. Contents, Abstracts and Photocopy Service.
4. Marketing is a process which aims at:
  - a. Production
  - b. Profit making
  - c. Satisfaction of customer needs
  - d. Both b & c
5. Anything that can be offered in a market for attention, acquisition, use or consumption that might satisfy a want or need is called:
  - a. Demand
  - b. Idea
  - c. Product
  - d. Service
6. What does the acronym FMCG refer to?
  - a. Functional, mid-priced, or compulsory goods.
  - b. Famous manufacturer's clothing goods.
  - c. Fast moving consumer goods.
  - d. Frequent market, consumption goods.
7. Introducing the product into the market takes place in which stage of the new product development process?
  - a. Commercialization
  - b. Test marketing
  - c. Product development
  - d. Strategic marketing
8. Chemical Abstract is published by:
  - a. Indian Institute of Technology, Kharagpur.
  - b. European Chemical Society.
  - c. International Institute of Chemical Sciences.
  - d. American Chemical Society.
9. Pick out the odd one.
  - a. J-STORE
  - b. AGRIS
  - c. IEEE Xplore
  - d. IASLIC



10. Direct marketing is a promotional method that involves presenting information about your company, product, or service to your target customer without the use of .....
  - a. Online Vendors
  - b. Advertising middlemen
  - c. Marketing research team
  - d. Marketing Agents
11. Information marketing is the process of creating, promoting and selling ..... which help to solve a common problem within a specific niche or "topic".
  - a. Digital products
  - b. Online contents
  - c. E-Resources
  - d. All of the above
12. The four unique elements to services include:
  - a. Independence, intangibility, inventory, and inception.
  - b. Independence, increase, inventory, and intangibility.
  - c. Intangibility, inconsistency, inseparability, and inventory.
  - d. Intangibility, independence, inseparability, and inventory.
13. Which of the following objectives would be most appropriate to set for branch managers of a public library service?
  - a. Level of knowledge gained by user
  - b. Profit contribution
  - c. Number of books borrowed
  - d. Quality of employee-user interaction
14. Promotion stimulates demand and increases.....
  - a. Profits
  - b. Sales
  - c. Both a and b
  - d. Branding
15. The fact that services are sold, produced, and consumed at the same time refers to which of the following service characteristics?
  - a. Intangibility
  - b. Inseparability
  - c. Variability
  - d. Perishability
16. Which growth strategy focuses on developing new products for a company's existing markets?
  - a. Market penetration
  - b. Market development
  - c. Product development
  - d. Diversification
17. A product that is perceived as being of average quality by one person may be perceived as being of high quality by someone with:
  - a. Higher expectations
  - b. Rising expectations
  - c. Falling expectations
  - d. Lower expectations
18. Strategic Marketing is the way a firm effectively differentiates itself from its competitors by capitalizing on its strengths (both current and potential) to provide..... to customers than its competitors.
  - a. Consistently better value
  - b. Satisfaction
  - c. High expectations
  - d. Quality services
19. .... is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service.
  - a. Pay Per Click (PPC)
  - b. Digital Asset Optimization (DAO)
  - c. Social Media Marketing (SMM)
  - d. Search Engine Optimization (SEO)
20. Who is the CEO of Amazon.com, an electronic commerce company?
  - a. Warren Buffet
  - b. Jack Ma
  - c. Sachin Bansal
  - d. Jeff Bozes

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( PART-B : Descriptive )

Time : 2 hrs. 40 min.

Marks : 50

[ Answer question no.1 & any four (4) from the rest ]

1. What is marketing? Explain the 'Marketing Mix' in details. 4+6=10
2. "Effective marketing requires careful planning, creative approaches, and focused strategies; librarians must think beyond traditional methods of recruiting non-traditional clients and nurturing existing users." Explain the necessity and significance of marketing in the light of the statement given. 5+5=10
3. "Information products and services in a multiplicity of formats could be popularized among the users using strategic marketing approach." Explain and elaborate the statement in the context of the libraries along with the skills of a librarian. 4+6=10
4. Explain Information as a resource and commodity. Explain the characteristics of information in this light and the economic value of information. 4+3+3=10
5. What is pricing? Explain the objectives of pricing and factors influencing pricing mechanism in details. 4+6=10
6. Write the different stages of product planning and development? What are the factors influencing the pricing policies? 6+4=10
7. What is digital marketing? What are the key components of digital marketing? What are the advantages of it? Explain with examples in the field of LIS. 5+5=10
8. What is the definition of Market Research? What are the types of market research? What are the objectives and advantages of conducting market research? 2+2+6=10

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