

**Write the following information in the first page of Answer Script before starting answer**

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_

Paper Code \_\_\_\_\_ Paper Title \_\_\_\_\_

Type of Exam: \_\_\_\_\_ (Regular/Back/Improvement)

**Important Instruction for students:**

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1<sup>st</sup> page.
3. After completion of examination, Scan all pages, convert into a single PDF, rename the file with Class Roll No. **(2019MBA15)** and upload to the Google classroom as attachment.
4. Exam timing from 10am – 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason.

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

Duration : 3 hrs.

Full Marks : 70

**( PART-A : Objective )**

Time : 20 min.

Marks : 20

*Choose the correct answer from the following:*

*1X20=20*

1. Information is a resource like:
  - a. Capital
  - b. Manpower
  - c. Equipment
  - d. All of the above
2. Which of the following statements is correct?
  - a. Marketing is the term used to refer only to the sales function within a firm
  - b. Marketing managers usually don't get involved in production or distribution decisions
  - c. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
  - d. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large
3. Which of the following is NOT an element of the marketing mix?
  - a. Distribution
  - b. Product
  - c. Target Marketing
  - d. Pricing
4. Services are\_\_\_\_\_
  - a. Intangible
  - b. Perishable
  - c. Tangible
  - d. Physical
5. The term "marketing mix" describes:
  - a. A composite analysis of all environmental factors inside and outside the firm
  - b. A series of business decisions that aid in selling a product
  - c. The relationship between a firm's marketing strengths and its business weaknesses
  - d. A blending of four strategic elements to satisfy specific target markets
6. Advertisement promotes\_\_\_\_\_
  - a. Purchase
  - b. Production
  - c. Sales
  - d. All of the above
7. Customers are showing greater price sensitivity in their search for\_\_\_\_\_
  - a. The right product
  - b. The right service
  - c. Value
  - d. The right store

8. Typically profit is negative in which stage of the product life cycle?
- |                 |             |
|-----------------|-------------|
| a. Growth       | b. Maturity |
| c. Introduction | d. Decline  |
9. The pricing objectives are:
- |   |                     |
|---|---------------------|
| a. Maximum current profit, market share and market skimming | b. Survival         |
| c. Product quality leadership                               | d. All of the above |
10. Strategic marketing planning establishes the:
- |   |  |
|---|--|
| a. Resource base provided by the firm's strategy                      | b. Economic impact of additional sales |
| c. Tactical plans that must be implemented by the entire organization | d. Basis for any marketing strategy    |
11. Software industry is an example of:
- |                           |                         |
|---------------------------|-------------------------|
| a. Information Management | b. Knowledge Management |
| c. Data Processing        | d. Information Industry |
12. Market research allows a company to discover and promote:
- |  |                                    |
|--|------------------------------------|
| a. The target market                         | b. Get opinions and other feedback |
| c. Interest in particular product or service | d. All of the above                |
13. E-marketing is a part of \_\_\_\_\_.
- |               |           |
|---------------|-----------|
| a. E-commerce | b. E-cash |
| c. E-Payment  | d. E-mail |
14. Type of JSTOR website is an example of:
- |                              |                    |
|------------------------------|--------------------|
| a. Online Database           | b. ETD Service     |
| c. Digital Reference Service | d. Digital Library |
15. Scopus is Elsevier's abstract and citation database launched in.....
- |         |         |
|---------|---------|
| a. 2001 | b. 2006 |
| c. 2004 | d. 2000 |
16. The formula \_\_\_\_\_ is the essence of strategic marketing.
- |  |  |
|--|--|
| a. STP- Segmentation, Targeting, Positioning | b. CRM- Customer Relationship Management |
| c. TPD- Targeting, Positioning, Distribution | d. None of the above                     |
17. Which of the following are categories of marketing research?
- |                                    |                     |
|------------------------------------|---------------------|
| a. Pricing Research                | b. Market Research  |
| c. Sales and Distribution Research | d. All of the above |
18. Which of the following describes e-commerce?
- |                                     |   |
|-------------------------------------|---|
| a. Doing business electronically    | b. Electronic transaction of goods and services |
| c. Selling beyond physical barriers | d. All of the above                             |
19. The books and journals platform from Cambridge University Press is known as:
- |                     |                      |
|---------------------|----------------------|
| a. Cambridge Core   | b. World of Learning |
| c. Cambridge Online | d. ProQuest          |

20. "Britannica All New Children's Encyclopedia: What We Know and What We Don't" was published in:
- a. 2015
  - b. 2020
  - c. 2010
  - d. 2019

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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. Explain information as a resource. In what different ways libraries can promote information as a resource to the user community? Illustrate with suitable examples in the global context. | 4+6=10 |
| 2. What is marketing? Explain Marketing Mix/7 Ps in details.   | 3+7=10 |
| 3. What are the different examples of library and information products and services? Elaborate in the context of modern library & information environment.                                   | 6+4=10 |
| 4. What is advertising? What are the promotional activities taken up by the library and information centers to create an awareness of LIS products & services?                               | 5+5=10 |
| 5. What is pricing? Establish a relationship of pricing with the major components and different types information industries.  | 5+5=10 |
| 6. What is market research? What are the objectives, types, process & importance of market research? Explain in details.   | 4+6=10 |
| 7. What is strategic marketing? Explain Strategic Marketing in Library and Information Science.  | 5+5=10 |
| 8. Explain information marketing in the context of the digital environment, social media and e-commerce.   | 4+6=10 |

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