

MASTER OF LIBRARY & INFORMATION SCIENCES
Third Semester
MARKETING OF LIBRARY AND INFORMATION
PRODUCTS AND SERVICES
(MLS-12)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions: (any five)

2×5=10

- a) What is marketing?
- b) What is information marketing?
- c) What is MIS?
- d) What is advertising?
- e) What is branding?
- f) What is TQM?
- g) What is global marketing?

2. Answer the following questions: (any five)

3×5=15

- a) What is web-marketing?
- b) What is e-commerce?
- c) Write in brief Philip Kotler's contribution in marketing?
- d) Explain information as a resource.
- e) What is strategic marketing?

- f) What is public relation?
- g) What is consumer orientation?

3. Answer the following questions: (any five)

5×5=25

- a) What are the different information products and services in the context of modern Libraries and information centres?
- b) In what different ways TQM can be applied in information marketing?
- c) How does market research play an important role?
- d) What promotional activities can be undertaken by Libraries and Information centres for information products and services?
- e) Information systems can be built around marketing concepts and approaches. Explain in details.
- f) What is the economic value of information? How is the pricing of information products determined?
- g) Explain the influence of new age technologies on information marketing.
