

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

Answer any *five* of the following questions:

1. Give a definition of marketing. Explain the different types of marketing. (2+8=10)
2. Why marketing is needed for Library and information centres? Explain with examples. (10)
3. Explain the four key business concepts that provide the basis for marketing. (10)
4. Explain the different types of barriers of marketing. (10)
5. Establish a relationship between information products and services and knowledge economy. (10)
6. How marketing of information products and services can be promoted in electronic environment? (10)
7. What is Marketing Research? What are the steps involved in it? State briefly the benefits of marketing research. (2+3+5=10)

PTO

8. Establish a co-relation between digital libraries and marketing. (10)

Or

What professional skills are required for marketing of LIS products and services?

(10)

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

Duration: 20 minutes

Marks – 20

PART-A (Objective)

Time: 20 mins

Total Marks: 20

I. Choose the correct option:

1×20=20

1. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):
 - A. idea
 - B. demand
 - C. product
 - D. service

2. Good marketing is no accident, but a result of careful planning and _____.
 - A. Execution
 - B. Selling
 - C. Strategies
 - D. Research

3. Marketing management is _____.
 - A. Managing the marketing process.
 - B. Monitoring the profitability of the company's products and services.
 - C. The art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.
 - D. Developing marketing strategies to move the company forward.

4. Introducing a new product at a price low enough to attract a large share of the market is called:
 - A. Penetration pricing.
 - B. Skimming pricing.
 - C. Psychological pricing.
 - D. Geographic pricing.

5. The buying process starts when the buyer recognizes a _____.
 - A. Product.
 - B. An advertisement for the product.
 - C. A salesperson from a previous visit.
 - D. Problem or need.

6. The promotion "P" of marketing is also known as _____.
- A. Product.
 - B. Differentiation.
 - C. Distribution Cost.
 - D. Marketing Communication.
7. Which of the following 4Ps of marketing mix involves decisions regarding channels coverage, assortments, locations, inventories or transports?
- A. Product
 - B. Price
 - C. Place
 - D. Promotion
8. The basic role of promotion is _____.
- A. Information
 - B. Manipulation
 - C. Communication
 - D. Interpretation
9. When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, _____ is created.
- A. Customer satisfaction
 - B. Planning
 - C. Excellence a quality rift
 - D. A value line
10. What is the basic property of a service which makes it different from a product?
- A. Shape
 - B. Size
 - C. Very expensive
 - D. Intangibility
11. 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.
12. Customization means:
- A. Designing products to suit the company.
 - B. Designing strategies to suit the company.
 - C. Designing products to suit the individual customers.
 - D. All of the above.
13. A _____ is any activity or benefit offered for sale that is essentially intangible and does not result in ownership or anything.
- A. Demand
 - B. Basic staple
 - C. Product
 - D. Service

14. When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a _____.
- A. Group
 - B. Bi-variant population
 - C. Sample
 - D. Market Target
15. _____ has the advantage of being high in selectivity; low cost, immediacy, and interactive capabilities.
- A. Direct mail
 - B. Television
 - C. Online
 - D. Radio
16. Marketing research is needed for:
- A. Choosing the right sales persons.
 - B. Making proper marketing decisions.
 - C. Deciding the sales incentives.
 - D. Choosing the right products.
17. Which term is used for surfing the web looking for information about products and services?
- A. Security of electronic commerce
 - B. Retailing on the web
 - C. Push Marketing
 - D. Pull Marketing
18. What involves customizing, advertising and promotion methods to fit their intended audience?
- A. Targeted marketing
 - B. MIS
 - C. Machine control
 - D. None of the above
19. For the Library and Information Centers, marketing of information products and services are needed for:
- A. Maximum use of Library resources
 - B. For Self Survival
 - C. Generating Funds
 - D. All of the above
20. JSTOR is an example of :
- A. Digital Library
 - B. Digitized Back Volumes of Journals
 - C. Academic Database
 - D. All of the above
