

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

Duration: 3 Hrs.

Marks: 70

PART : A (OBJECTIVE) = 20
PART : B (DESCRIPTIVE) = 50

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

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

1. What is marketing? Explain the four Ps of Marketing with proper examples. (4+6=10)
2. "Libraries are facing increasing threat from the emerging information industry; necessitate the use of the marketing techniques in libraries to survive itself in this competitive world." 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 have made libraries and information centres to publicize the arrival and existence of some of their resources to clientele." Explain and elaborate the statement in the context of the libraries of the present era. (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 branding? Explain how certain publishing houses online vendors and websites have established branding the information products and services in the global market. (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? How ICT has revolutionized the public relations on the platform of social medias and e-marketing strategies adopted by the information industry? (5+5=10)
8. What is the definition of Market Research? What are the types of market research? What are the objectives and utilities of market research? (2+2+6=10)

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[PART-A : Objective]

Choose the correct answer from the following:

1×20=20

1. Marketing Management is the _____ of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.
 - a. Art
 - b. Science
 - c. Art & Science
 - d. None of the above
2. In Marketing theory, every contribution from the supply chain adds.....to the product.
 - a. Value
 - b. Cost
 - c. Convenience
 - d. Ingredients
3.is the father of modern marketing.
 - a. Peter Drucker
 - b. Philip Kotler
 - c. Lester Wunderman
 - d. Henry Fayol
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.buy product and.....use product.
 - a. Consumers and Customers.
 - b. Customers and Consumers.
 - c. Buyer and Customers.
 - d. Buyers and Sellers.
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. Which is the feature of Direct Marketing?
 - a. One to one communication
 - b. Open Dialogue
 - c. Personal Relationship
 - d. All of the above
9. Tele marketing is a part of:
 - a. Direct Marketing
 - b. Relationship Marketing
 - c. Social Marketing
 - d. Viral Marketing
10. The promotion of "P" is also known as:
 - a. Cost
 - b. Distribution
 - c. Marketing Communication
 - d. Differentiation Marketing
11. The fifth "P" as stated by Philip Kotler is:
 - a. Persistent
 - b. Purpose
 - c. Process
 - d. People
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. In a Marketing orientation, the role of.....is to determine customer needs and how well the company is satisfying them.
 - a. Marketing Research
 - b. Product Development
 - c. Both of the above
 - d. None of the above



14. Which is the name of the following is a name, term, sign, symbol, design, or a combination that identifies that maker or seller of a product or service?
 - a. Label
 - b. Co-Brand
 - c. Brand
 - d. Product

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. is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
 - a. Push Strategy
 - b. Pull strategy
 - c. Blocking Strategy
 - d. Integrated

17. Types of major online marketing domains includes:
 - a. Business to consumer
 - b. Business to business
 - c. Consumer to business
 - d. All of above

18. Which statement below is false?
 - a. The internet provides individual users abilities to access information, entertainment, and communication.
 - b. The internet has shifted power from sellers to buyers.
 - c. Co-creation occurs when users help marketers develop products or advertising.
 - d. E-marketing plans must focus on a single objective only.

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. This refers to branded software applications for mobile devices that consumers use to access added-value information, customer service and/or entertainment where and when they want it:
 - a. WAP sites
 - b. Apps
 - c. IVR
 - d. Viral

Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2017-18 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- Students shall tick (✓) the correct answer.
- No marks shall be given for overwrite / erasing.
- Students have to submit the Objective Part (Part-A) to the invigilator just after completion of the allotted time from the starting of examination.

Full Marks	Marks Obtained
20	

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Scrutinizer's Signature

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Examiner's Signature

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Invigilator's Signature