

MASTER OF LIBRARY & INFORMATION SCIENCE  
SECOND SEMESTER [REPEAT]  
INFORMATION COMMUNICATION  
MLS – 204

**SET  
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

**(Objective)**

Marks: 10

*Choose the correct answer from the following:*

*1×10=10*

1. What is information explosion?
  - a. The rapid growth in the amount of information available
  - b. The practice of converting information into explosion
  - c. The rapid decline in the growth of information
  - d. The sudden disappearance of information
2. Which communication model is known as Mathematical theory?
  - a. Aristotle's Model
  - b. Shannon-Weaver Model
  - c. Lasswell's Model
  - d. ICMR Model
3. What is information repackaging?
  - a. Information is obtained from different sources
  - b. Wrapping of information in a more attractive way to make it more effective to library users
  - c. Information repackaging deals with cost of production
  - d. Information is published in a wide range of sources in print and electronic form
4. Decoding a message is to:
  - a. translate ideas into code
  - b. interpret a message
  - c. evaluate a message
  - d. reject a message
5. In the communication process, a receiver is:
  - a. the person who encodes an idea
  - b. the person who decodes a message
  - c. Message interference
  - d. A message pathway
6. What is economics of information?
  - a. a market is driven by supply and demand
  - b. Data that has been organized in a meaningful way
  - c. refers to an economic system where the production, distribution and use of information play a central role in shaping economic activities
  - d. refers to complex economic structure

7. What is invisible college?
- a. A group of people who discuss on developmental issues of the college
  - b. A group of teachers who discuss on e-resources in the college
  - c. A group of people who discuss cinema
  - d. A group of scholars with similar interest who exchange scholarly ideas and knowledge
8. What is the fifth factor of production?
- a. Labour
  - b. Capital
  - c. Land
  - d. Information
9. In which year SCONUL 7 Pillars Model of information literacy was developed?
- a. 2000
  - b. 1999
  - c. 1978
  - d. 2011
10. The process of communication runs through:
- a. A sender
  - b. A receiver
  - c. A channel
  - d. All of these

**(Descriptive)**

Time : 1 Hr. 15 Mins.

Marks : 25

[ Answer question no.1 & any two (2) from the rest ]

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|---|--------|
| 1. What is the relevance of information and knowledge economics to library and information professionals? | 5      |
| 2. Define information explosion? Explain the causes of information explosion.                             | 3+7=10 |
| 3. What is the fifth factor of production and why?  | 10     |
| 4. Name the models of information literacy. Explain the SCONUL 7 pillars model of information literacy.   | 10     |
| 5. What is information repackaging? Explain the advantages and disadvantages of information repackaging.  | 3+7=10 |

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