

This question paper contains 2 printed pages.

1591

Your Roll No.

MLIS / I Sem.

J

**Paper M-106: MARKETING OF LIBRARY AND
INFORMATION PRODUCTS AND SERVICES**

Time : 3 hours

Maximum Marks : 70

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt all questions.

1. **Either, 1-1.** What do you understand by the concept of marketing? Discuss, by giving examples, the need for marketing of LIS products and services.
- Or, 1-2.** Discuss the core marketing functions as applicable in the field of library and information science. 12½
2. **Either, 2-1.** Explain the concept 'consumer-buyer behaviour'. Discuss, by giving examples, which factors affect consumer-buyer behaviour in libraries.
- Or, 2-2.** Distinguish between 'Marketing' and 'Selling' by giving examples. Discuss the role of marketing mix in the marketing of LIS products and services. 12½

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3. **Either, 3-1.** Define the term 'Strategic Planning'. Discuss the basic tasks in strategic planning as applicable in marketing of LIS products and services.

Or, 3-2. Write an essay on the application of market segmentation concept in library services and products. 12½

4. **Either, 4-1.** Define the concept 'Marketing Information System'. Discuss its need, use and steps to be involved in designing and developing a MIS for a University library.

Or, 4-2. Define the term 'Management Consultancy'. Discuss its need and application in libraries. Enumerate the qualities of a 'Management Consultant'. 12½

5. Write notes on any **four** of the following:

(i) Marketing Research

(ii) Repackaging of Information

(iii) Advertisements in Libraries

(iv) Pricing of LIS Products and Services

(v) E-Marketing

(vi) Marketing Ethics.

5×4=20