

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE
BACHELOR OF SCIENCE (HONOURS) DEGREE IN LIBRARY
AND INFORMATION SCIENCE

PART IV FIRST SEMESTER JANUARY 2011 EXAMINATIONS

ILI 4102: MARKETING OF INFORMATION PRODUCTS AND SERVICES

TIME: 3 HOURS

Instruction to candidates

1. Answer any four (4) questions.
 2. Each question carries 25 marks.
 3. Importance is attached to accuracy, clarity of expression and legible handwriting.
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1. Discuss the evolution of marketing using as many examples as possible.
 2. Assess the challenges that face information managers in marketing information products and services.
 3. Discuss the relationship between marketing research and marketing information system, highlighting the stages of the marketing research process.
 4. Discuss the rationale behind marketing of information centres and their products and services.
 5. As a marketer of information products and services, discuss in detail, the considerations you would use to price the products and services.
 6. Evaluate the following promotion methods in the context of information products and services:
 - i. Direct marketing (5 marks)
 - ii. Public relations (5 marks)
 - iii. Advertising (5 marks)
 - iv. Sales promotion (5 marks)
 - v. Personal selling (5 marks)

END OF PAPER