

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 AUGUST 2011 SUPPLEMENTARY 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. Evaluate five (5) organisational orientations towards marketing.
 2. Discuss the building blocks of a marketing information system.
 3. Assess the rationale and implications of introducing relationship marketing in libraries or information centres.
 4. Discuss the factors that influence pricing.
 5. Discuss the different stages involved in the new product development process.
 6. Discuss the concept of consumer behavior in relation to information products and services.

END OF PAPER