

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 2013 EXAMINATIONS

ILI 4102: MARKETING OF INFORMATION PRODUCTS AND SERVICES

TIME: 3 HOURS

Instructions to candidates

1. Answer any four (4) questions.
 2. Each question carries 25 marks.
 3. Give equal time to each question.
 4. Importance is attached to accuracy, clarity and legibility of handwriting.
-

1. Explain the rationale behind the marketing of information products and services. [25 Marks]
2. Discuss how the concept of marketing management is useful to librarians. [25 Marks]
3. Discuss the benefits of having a marketing plan in place for your library service. [25 Marks]
4. Discuss the factors that influence the achievement of marketing objectives for your information products and services. [25 marks]
5. Appraise any five (5) promotional methods that can be used in marketing information products and services. [25 Marks]
6. Evaluate any five (5) organisational orientations towards marketing. [25 Marks]

END OF PAPER