

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 JULY 2013 SUPPLEMENTARY 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.
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1. Explore the role of the Internet and online technologies in marketing research. [25 marks]
2. Explain the various factors that you would consider in making pricing decisions for information Services or products. [25 marks]
3. The success of a library's marketing plan depends on the personal grooming of the librarian. Discuss. [25 marks]
4. Analyse the product life cycle concept in marketing. [25 marks]
5. There are five (5) characteristics that distinguish pure services' marketing from pure product marketing. Describe each of these characteristics, with reference to particular challenges that each presents to the marketer. [25 marks]
6. Marketing is both a profit and survival issue. Critique this statement in view of the global factors that are impacting on the growth and development of library services. [25 marks]

END OF PAPER