



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

MARKETING OF INFORMATION PRODUCTS AND SERVICES

ILI 4102

First Semester Examination

December 2015

This examination paper consists of 2 pages.

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Ms Mupambwa D. B.

INSTRUCTIONS

1. Answer any four (4) questions
2. Each question carries 25 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. Discuss the various dimensions of personal grooming, showing why they are so important to the achievement of marketing goals in our libraries. [25 marks]
2. Critically assess the criteria that you would use to evaluate the effectiveness of social media marketing efforts in libraries. [25 marks]
3. In this knowledge age, most libraries are facing a decline in patronage of which marketing alone cannot solve the problem. Discuss. [25 marks]
4. Justify the need for market segmentation in libraries. [25 marks]
5. Provide a framework or guidelines for the design of an ideal marketing plan.[25 marks]
6. Examine the factors that would influence the achievement of marketing objectives for a library of your choice. [25 marks]