



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 Supplementary Examination

July 2016

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. Explain the rationale behind the marketing of information products and services. [25 marks]
2. Marketing is both a profit and a survival issue. Critique this statement in view of the global factors that are impacting on the growth and development of library services. [25 marks]
3. Discuss the benefits of having a marketing plan in place for your library service. [25 marks]
4. Give a critical view of how the concept of branding is applicable to the marketing, growth and sustenance of an information service [25 marks]
5. Appraise any five (5) promotional methods that can be used in marketing information products and services. [25 marks]
6. Evaluate the factors that you would consider in designing a library service for a multi-lingual and multi-racial population. [25 marks]