



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

November 2016

This examination paper consists of 2 pages.

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Mr E Mackina

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. Define the following in the context of Marketing of Information Products and Services
 - 1.1 Branding [5 marks]
 - 1.2 Consumer Panel [5 marks]
 - 1.3 Market Segmentation [5 marks]
 - 1.4 Advertising [5 marks]
 - 1.5 Penetration Pricing [5 marks]

2. Criticize the importance of Market Research findings in the marketing of information products and services [25 marks]
 - 3.1 Distinguish between Marketing and Selling [9 marks]
 - 3.2 As a marketing manager, discuss what you would consider pricing a new product. [8 marks]
 - 3.3 Differentiate goods from services [8 marks]

- 4.1 Why is it important for the marketer to understand the five steps that consumers go through when they are buying your products and services? [15 marks]
- 4.2 As a marketing manager of a special library of your choice, explain how you would engage in Product Development [10 marks]

5. Analyze the contribution of a sound Promotional Mix in the marketing of information products and services [25 marks]

6. Illustrate a Customer Service Plan for a library of your choice. [25 marks]