



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 2017

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. Discuss factors influence pricing in marketing information products and services. [25 marks]
2. Suggest solutions to challenges faced in conducting market research. [25 marks]
3. Examine how the Internet can be used in conducting desk market research. [25 marks]
4. Illustrate the application of the Four Elements that make up marketing in a special library of your choice. [25 marks]
5. Describe the five (5) key steps in the Consumer Decision Making Process. [25 marks]
6. Assess how an information manager may effectively undertake the Consumer Communication Process. [25 marks]