

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

**MASTER OF SCIENCE DEGREE IN LIBRARY
AND INFORMATION SCIENCE**

STAGE I SECOND SEMESTER AUGUST 2011 SUPPLEMENTARY EXAMINATIONS

ILI 5104: INFORMATION AND COMMUNICATION THEORY

TIME: 3 HOURS

Instruction to candidates

1. Answer any four (4) questions
 2. Each question carries 25 marks.
 3. Give equal time to all questions.
 4. Importance is attached to accuracy, clarity and legibility of handwriting.
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1. Critique the notion that it is impossible to apply the 4Ps concept of marketing in the marketing of library services because of the nature of the enterprise.
2. Evaluate the differences between ideology and scientific theory.
3. Choose any one theory of communication that interests you and discuss the extent to which it can be described as a good theory.
4. Globalisation has two main components: globalisation of markets and globalisation of production. With this statement in mind, evaluate the implications of globalisation on knowledge management.
5. Assess the fact that distinctions among subjects as reflected in classification schemes are a mere social construct.
- 6.1 Discuss how you could make tacit knowledge readily accessible to the world considering that it is intangible. (10 marks)
- 6.2 Briefly evaluate the following concepts:
 - 6.2.1 Knowledge (5 marks)
 - 6.2.2 Opinion (5 marks)
 - 6.2.3 Wisdom (5 marks)

END OF PAPER