

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

BACHELOR OF SCIENCE HONOURS DEGREE IN RECORDS AND ARCHIVES MANAGEMENT

PART II FIRST SEMESTER JANUARY 2009 EXAMINATIONS

IRA 4105 MARKETING OF RECORDS AND ARCHIVES INFORMATION PRODUCTS AND SERVICES

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER ANY **FOUR** QUESTIONS FROM THE FOLLOWING
2. EACH QUESTION CARRIES **25 MARKS**

1. Show the importance of marketing to your profession and how marketing affects the activities of records and archival institutions.
[25 marks]
2. Outline and analyse the universal functions of marketing that are essential for the marketing of records and archives information products and services.
[25 marks]
3. Discuss the professional skills for marketing needed by records managers, archivists and other information specialists and the factors that characterise the difficulties of marketing records and archives information services.
[25 marks]
4. Give a critical analysis of how positioning can help a records manager or archivist to identify target market opportunities.
[25 marks]
5. Compare and contrast the qualitative and quantitative approaches to research in marketing of records and archives information products and services.
[25 marks]
6. Justify the view that marketing of records and archives services is more difficult than marketing tangible products.
[25 marks]

END OF PAPER