

# 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 JUNE 2009 SUPPLEMENTARY 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**

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1. Discuss the view that, "the marketing mix's 4Ps do not reflect a more records and archives client oriented marketing philosophy as the modern 4Cs".  
[25 marks]
  2. The records and archives marketing concept is a philosophy and not an organisational structure that is applicable to all organisations. Discuss.  
[25 marks]
  3. Identify and explain the key characteristics of the scientific method and show why these are important for records managers and archivists concerned with research.  
[25 marks]
  4. Show the differences between a records and archival institution's marketing plan, marketing strategy and marketing programme.  
[25 marks]
  5. Assess the role of marketing in records and archival institutions.  
[25 marks]
  6. In your own opinion, do you think the seven-step approach to segmenting markets is relevant and applicable to segmenting markets in the records and archival institutions?  
[25 marks]

**END OF PAPER**