

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

BACHELOR OF SCIENCE HONOURS DEGREE IN RECORDS AND ARCHIVES MANAGEMENT

PART IV FIRST SEMESTER JANUARY 2013 EXAMINATIONS

IRA 4105 MARKETING OF RECORDS AND ARCHIVES INFORMATION PRODUCTS AND SERVICES

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER **FOUR** QUESTIONS FROM THE FOLLOWING
2. EACH QUESTION CARRIES **25 MARKS**
3. **QUESTION SIX (6) IS COMPULSORY**

1. Discuss the view that information professionals should embrace and harness the marketing concept if their services are to be visible. **[25 marks]**
2. Explain the concepts of market segmentation, targeting and positioning and show how an information professional can use the concepts for competitive advantage. **[25 marks]**
3. Analyse how price discrimination is practiced between different groups of customers in an information centre. **[25 marks]**
4. Discuss the four types of market opportunities that an information manager can exploit for products and services. **[25 marks]**
5. Compare and contrast the qualitative and quantitative approaches to marketing research of records and archives information products and services. **[25 marks]**
6. Using relevant examples, give a detailed description of the product life cycle phases that information products and services go through. **[25 marks]**

END OF PAPER