

# 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 2013 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**

1. Outline and analyse the universal functions of marketing that are essential for the marketing of records and archives information products and services. [25 marks]
2. Records and Archives personnel require professional knowledge and skills for marketing information products and services. Discuss [25 marks]
3. Discuss any five factors which characterize the challenges of marketing information products and services. [25 marks]
4. Analyse how positioning can help a records manager or archivist to identify target market opportunities. [25 marks]
5. Explain the following marketing promotion methods in the context of information products and services.
  - A) Direct marketing [5 marks]
  - B) Public relations [5 marks]
  - C) Advertising [5 marks]
  - D) Sales promotion [5 marks]
  - E) Personal selling [5 marks][Total 25 marks]
6. Explain why a customer would prefer one records and archives information product over the other. [25 marks]

END OF PAPER