

# 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 DECEMBER 2013 EXAMINATIONS

IRA 4105 MARKETING OF RECORDS AND ARCHIVES INFORMATION PRODUCTS AND SERVICES

TIME: 3 HOURS

## INSTRUCTIONS TO CANDIDATES

1. QUESTION ONE IS COMPULSORY.
  2. ANSWER ANY **THREE** QUESTIONS FROM SECTION B.
  3. EACH QUESTION CARRIES **25 MARKS**
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## SECTION A

1. a) Explain the steps taken when conducting a marketing research. [15 marks]  
  
b) "Marketing research generates information for making marketing decisions."  
Discuss. [10 marks]

## SECTION B

2. Identify and discuss any five types of market mixes that an information manager can employ to market and sell information products and services [25 marks]
3. Discuss the following terms in relation to the marketing of information products and services:
  - a) Market Segmentation [5 marks]
  - b) Market Positioning [5 marks]
  - c) Market Mixing [5 marks]
  - d) Consumer Behaviour [5 marks]
  - e) Product Branding [5 marks]

4. a) Discuss differences between marketing approaches in profit-making and non-profit making institutions. [12 marks]
- b) Giving examples, critique the view that: "marketing is virtually impossible in non-profit making institutions common in records and archives management". [13 marks]
5. Draft a marketing programme proposal for an archival institution. [25 marks]
6. You are employed as a records management consultant at an Information Resources Centre. The Chief Executive Officer (CEO) asks you to design a marketing mix for a new Information Product expected to come along with a service. Giving examples and justification make a write up of a marketing-mix you would propose. [25 marks]

**END OF PAPER**