

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 SUPPLEMENTARY 2014 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. Discuss the Five Step Approach to Marketing Research in Records and Archives Management Institutions [25 marks]

SECTION B

2. Compare and contrast the 4Ps and 4Cs market mixes. Which marketing mix do you think is more relevant to records and archives information products and services? Justify your answer. [25 marks]
3. Discuss the following terms in relation to the marketing of information products and services:
 - a) Information Product [5 marks]
 - b) Information Service [5 marks]
 - c) Market Research [5 marks]
 - d) Market Positioning [5 marks]
 - e) Target Market [5 marks]

[Total 25 marks]

4. How relevant is the product-oriented marketing approach for records and archives information products and services? **[12 marks]**

5. Discuss the relevance and application of the marketing concept to records and archives management institutions. **[25 marks]**

6. Outline the composition of a marketing programme and justify the inclusion of each element. **[25 marks]**

END OF PAPER