



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE**

BACHELOR OF SCIENCE HONOURS DEGREE IN LIBRARY AND INFORMATION SCIENCE

MARKETING OF INFORMATION PRODUCTS AND SERVICES

ILI 4102

Special Examination

August 2024

This examination paper consists of 2 pages.

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Dr. T. Machimbidza

INSTRUCTIONS

1. Answer any four (4) questions
2. Each question carries 25 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. As a marketing consultant for a university library, justify the marketing communications strategies you would recommend for the promotion of a newly subscribed multi-disciplinary electronic database. [25 marks]

2. Discuss how the following characteristics and constraints of today's information marketplace would shape the marketing strategy of your information centre:
 - 2.1 Dynamic technology [5 marks]
 - 2.2 Globalisation [5 marks]
 - 2.3 Intellectual property and copyright issues [5 marks]
 - 2.4 Security, data protection and privacy [5 marks]
 - 2.5 Archiving and bibliographic control [5 marks]

3. Show how the 7Ps of the marketing mix can be manipulated to competitively position an information service recently launched by a library under your management. [25 marks]

4. Analyse the significance of 'marketing research' in the success of libraries and information centres. [25 marks]

5. Discuss nine unique characteristics of information that library and information science practitioners have to take into account for information marketing to be a success. [25 marks]

6. Critique the application of the product lifecycle (PLC) model in the information services sector. [25 marks]