



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF RECORDS AND ARCHIVES MANAGEMENT

MARKETING OF INFORMATION PRODUCTS AND SERVICES

IIM 4105

Main Examination Paper

December 2024

This examination paper consists of 2 pages.

Time Allowed: 3 hours

Total Marks: 100

Examiner's Name: Dr A. Dube

INSTRUCTIONS

1. Answer any **four (4)** questions.
2. Each question carries **25 marks**.

MARK ALLOCATION

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

1. a) Analyse any four factors that influence consumer behaviour in information institutions. **[12 Marks]**
b) Using the PSSP model explain how motivation affect information seeking and satisfaction by information users. **[13 Marks]**
[Total 25 Marks]
2. Explain the key benefits, challenges and psychological principles of the point of sale marketing in information organisations. **[25 Marks]**
3. Analyse the following issues that have serious consequences in information products and services marketing
a) Intellectual property. **[12 Marks]**
b) Ethical responsibility and liability. **[13Marks]**
[Total 25 Marks]
4. a) Define the marketing information system. **[2 Marks]**
b) List the four (4) major components in an information system. **[8 Marks]**
c) Analyse any five (5) roles of an information management system in marketing. **[15 Marks]**
[Total 25 Marks]
5. Discuss the five-step approach to marketing research that is used to gather information for decision making by information managers. **[25 Marks]**
6. a) Briefly analyse any four (4) dimensions used to segment information products and services users. **[12 Marks]**
b) Analyse the seven (7) step approach to segmenting information markets. **[13 Marks]**
[Total 25 Marks]

END OF PAPER

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