



**SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN LIBRARY AND  
INFORMATION SCIENCE  
FIRST SEMESTER, 2022/2023  
(SEPTEMBER-DECEMBER, 2022)**

**DLIS 0223: MARKETING OF INFORMATION RESOURCES AND SERVICES**

**STREAM: Y2 S 2**

**TIME: 2 HOURS**

**DAY: TUESDAY, 9:00 – 11:00 A.M.**

**DATE: 06/12/2022**

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**INSTRUCTIONS**

- 1. Do not write anything on this question paper.*
- 2. Answer Question ONE [Compulsory] and any other TWO Questions.*

**QUESTION ONE.**

- (a) Define the term Information Marketing and briefly explain why information personnel market information in information centres. (10 marks)
- (b) Describe any five marketing offers in a library (10 marks)
- c) List and explain the following marketing appeals in an information centre:
- (i) Humor appeal
  - (ii) Fear appeal
  - (iii) Motivating appeal
  - (iv) Rational appeal
  - (v) Prestige appeal. (10 marks)

**QUESTIONS TWO**

- (a) Describe five methods of promotion applicable in an information centre. (10marks)

( b) List and explain any five factors influencing selection of a distribution channel in the information industry (10 marks)

### **QUESTION THREE**

(a) Describe five roles of information brokerage in an information centre. ( 10marks)

(b) Design a clearly labeled promotional tool to market a specific product in a named library of your choice, which should fully satisfy the AIDA PROCESS.  
(10 marks)

### **QUESTION FOUR**

(a) Describe any four characteristics of services (10 marks)

(b) Discuss the effects of various publics to an information centre ( 10 marks)

### **QUESTION FIVE**

(a) List six internal publics and six external publics to a library (5 marks)

(c) What is skimming in relation to marketing. ( 2 marks)

(d) List three advantages of skimming. ( 3 marks)

(b). Discuss five different ways of segmenting a market. ( 10 marks)