

DIPLOMA IN LIBRARY AND INFORMATION SCIENCE

DLIS 0221: INFORMATION ENTREPRENEURSHIP AND PUBLIC RELATIONS

Instructions

Answer question one and any other two questions

QUESTION ONE (30 MARKS)

- (a) Define the following terms:
- i. Entrepreneurship [2 marks]
 - ii. Entrepreneur [2 marks]
 - iii. Information entrepreneur [2 marks]
 - iv. Public Relations [2 marks]
 - v. Information brokering [2 marks]
- (b) Describe five (5) qualities of an information entrepreneur [10marks]
- (c) Explain five (5) skills necessary for entrepreneurship in Library and Information Science Professionals [10marks]

QUESTION TWO (20 MARKS)

- (a) Explain the benefits of information entrepreneurship [10marks]
- (b) Explain the objectives of public relations in information entrepreneurship [10marks]

QUESTION THREE (20 MARKS)

- (a) Explain the various sources of business finance to a business information service [10marks]
- (b) Explain the importance of budgeting to an information business [10marks]

QUESTION FOUR (20 MARKS)

- (a) Explain the challenges faced by entrepreneurship activities in an information enterprise [10marks]
- (b) Discuss five (5) types of entrepreneurial opportunities available for Library and Information Science professionals [10marks]

QUESTION FIVE (20 MARKS)

- (a) Explain key competencies and attributes needed in library and information entrepreneurship [10marks]
- (b) Explain the importance of Public Relations in an information centre [10marks]