

DIPLOMA IN LIBRARY AND INFORMATION SCIENCE

DLIS 0223: MARKETING OF INFORMATION RESOURCES AND SERVICES

1. Do not write anything on this question paper.

2. Answer question ONE COMPULSORY and any other TWO.

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 2

(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 3

(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 4

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

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

QUESTION 5

(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)