



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF THE
DIPLOMA IN LIBRARY AND INFORMATION SCIENCE**

SECOND SEMESTER 2023/2024
[JAN - APRIL, 2024]

**DLIS 0221: INFORMATION ENTREPRENEURSHIP AND PUBLIC
RELATIONS**

STREAM: Y2 S2

TIME: 2 HOURS

DAY: TUESDAY, 12:00 - 2:00 P.M.

DATE: 16/04/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE (Compulsory) and any other TWO questions.***

1. 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 [10 marks]

c. Explain five (5) skills necessary for entrepreneurship in Library and Information Science Professionals [10 marks]
2. a. Explain the benefits of information entrepreneurship [10 marks]
- b. Explain the objectives of public relations in information entrepreneurship [10 marks]
3. a. Explain the various sources of business finance to a business information service [10 marks]
- b. Explain the importance of budgeting to an information business [10 marks]

4. a.Explain the challenges faced by entrepreneurship activities in an information enterprise [10 marks]
b.Discuss five (5) types of entrepreneurial opportunities available for Library and Information Science professionals [10 marks]
5. a.Explain key competencies and attributes needed in library and information entrepreneurship [10 marks]
b. Explain the importance of Public Relations in an information centre [10 marks]