

# **UNIVERSITY EXAMINATIONS**

# SECOND YEAR EXAMINATION FOR THE AWARD OF THE DIPLOMA IN LIBRARY AND INFORMAITON SCIENCE

# <u>SECOND SEMESTER 2023/2024</u> [JAN - APRIL, 2024]

DLIS 0223: MARKETING OF INFORMATION RESOURCES & SERVICES

STREAM: Y2 S2 TIME: 2 HOURS

DAY: MONDAY, 12:00 - 2:00 P.M. DATE: 15/04/2024

## INSTRUCTIONS

1. Do not write anything on this question paper.

2. Answer question ONE (Compulsory) and any other TWO questions.

#### **QUESTION ONE**

a) What is marketing? (1marks)

b) Explain four differences between marketing and selling (4 marks)

c) Explain the importance of marketing studies to a student of Library science and information Technology (4 marks)

d) Explain in details societal marketing concept (6 marks)

e) Explain various factors to be considered when setting a price for a product (10 marks)

#### **QUESTION TWO**

a) Explain clearly the different components of the marketing environment

(12 marks)

b) Discuss the ethical issues in marketing. (8 marks)

## **QUESTION THREE**

- a) Discuss the product development process. (10 marks)
- b) Explain how the marketing strategy change during the product life cycle (10 marks)

# **QUESTION FOUR**

- a) Explain the role of channels of distribution in the marketing process (10 marks)
- b) Discuss the constraints in the choice of the channels of distribution. (10 marks)

## **QUESTION FIVE**

- a) For a market segment to justify attention, five conditions need to be satisfied.Explain the conditions a segment must satisfy. (10 Marks)
- b) Briefly discuss any five social factors influencing consumer behaviour.

(10 Marks)