



**FIRST YEAR EXAMINATION FOR THE AWARD OF THE CERTIFICATE
IN INFORMATION SCIENCE**

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

CLIS 110: MARKETING OF INFORMATION SERVICES

STREAM: Y1 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.**

QUESTION ONE

a) Define the following terms

- | | |
|---|-----------|
| i. Marketing. | (2 marks) |
| ii. Marketing library and information services. | (2 marks) |
| iii. Public relations. | (2 marks) |
| iv. Market segmentation. | (2 marks) |
| v. Market mix. | (2 marks) |

b) Highlight five ways in which libraries can market their products and services.
(10 marks)

c) State and explain the importance of marketing library information service.
(10 marks)

QUESTION TWO

- a) Discuss five marketing strategies used in libraries to market their products or services. (10 marks)
- b) Explain five effective techniques for the promotion of a library. (10 marks)

QUESTION THREE

- a. Define the term marketing services. (2 marks)
- b. Differentiate between goods and services. (8 marks)
- c. Highlight the characteristics of marketing services. (10 marks)

QUESTION FOUR

- a) Highlight the 5PC'S of marketing management. (10 marks)
- b) Imagine you have been employed as librarian in a certain institution and you have the responsibility of understanding the market. Discuss the importance of marketing research as a librarian. (10 marks)

QUESTION FIVE

- a) Discuss the marketing planning process. (12 marks)
- b) Highlight the resources found in a library. (5 marks)
- c) Highlight the emerging trends in marketing of information resources and libraries. (3 marks)