



**KISII UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**SECOND YEAR EXAMINATION FOR THE AWARD OF THE**  
**DIPLOMA IN DIPLOMA IN LIBRARY AND INFORMATION SCIENCE**  
**FIRST SEMESTER, 2023/2024**  
**(AUGUST-DECEMBER, 2023)**

**DLIS 0223: MARKETING OF INFORMATION RESOURCES**

**STREAM: Y2 S2**

**TIME: 2 HOURS**

**DAY: FRIDAY, 3.00 -5 :00PM**

**DATE: 01/12/2023**

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**INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE [Compulsory] and any other TWO Questions***

**QUESTION ONE**

- Explain the rationale for marketing of library information resources (15mks)
- Promotion is a key element of marketing. Specifically, a large number of firms use advertising. Use suitable illustrations and elaborate on four methods of setting advertising budget in a library. (15mks)

**QUESTION TWO**

- Discuss the **FIVE** major marketing management philosophies (10mks)
- Using relevant examples, explain how religion affects marketing activities (10mks)

### **QUESTION THREE**

- a) Outline the elements of marketing in library information services (10mks)
- b) Using relevant examples, explain how religion affects marketing activities (10mks)

### **QUESTION FOUR**

- a) Marketers can achieve several objectives by using price. List and briefly explain five such pricing objectives. (10mks)
- b) Explain five characteristics of marketing environment. (10mks)

### **QUESTION FIVE**

- a) Explain the macro environmental factors affecting businesses and show how marketers' decisions are affected by them. (10mks)
- b) Using your knowledge of market segmentation, targeting and positioning explain main approaches you can use to target and position products. (10mks)