

**Master of Library and Information Science Semester-II Examination**  
**MARKETING OF INFORMATION PRODUCTS AND SERVICES**  
**Paper-ML-201**

Time : Three Hours]

[Maximum Marks : 80

**Note :—**(1) Attempt all **five** questions.

(2) All questions carry equal marks.

1. Write on :

- (a) Marketing.
- (b) Need of market analysis.
- (c) Market Research.
- (d) Marketing Ethics.

**OR**

- (c) Market Analysis.
- (f) Use of marketing concept in Library and Information Center.
- (g) Marketing services.
- (h) Need of market research.

2. Write on :

- (a) Need of evaluation of information services and products.
- (b) Benefits of advertising.
- (c) Promotion of information product.
- (d) Various marketing tools.

**OR**

- (c) Benefits of promotion of information products.
- (f) Pricing of information services.
- (g) Branding of information services.
- (h) Benefits of evaluation of information products.

3. Write on :

- (a) System Analysis.
- (b) System Design.
- (c) Work Study.
- (d) Time and motion study.

**OR**

- (e) Library as a system.
  - (f) Work measurement.
  - (g) Project management.
  - (h) Benefits of system analysis.
4. What is consultancy ? Write need and importance of professional consultancy.

**OR**

Write essay on, "Impact of Consultancy of Librarianship and LIC".

5. What is change management ? Write need of organisational changes in modern era.

**OR**

What is Organisational Development ? Write its objectives and need in the context of LIC.