R–2921

Sub. Code
932201

M.L.I.Sc. DEGREE EXAMINATION, APRIL 2019.

Second Semester

Library and Information Science

INFORMATION PROCESSING AND RETRIEVAL

(CBCS – 2017 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1.　What is Universe of Knowledge?

2.　What are the three kinds of subjects?

3.　Define Classification.

4.　What is Notation?

5.　What is FRBR Stand for?

6.　Define Canons.

7.　What is Controlled Vocabulary?

8.　Define Subject Catalogue.

9.　Expansion of UNIMARC.

10.　Name any three international bibliographic formats.

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

All questions carry equal marks.

11. (a) Describe the characteristics of the Universe of Knowledge.

Or

(b) Discuss the modes of formation of subject.

12. (a) Distinguish between Knowledge classification and document classification.

Or

(b) What is Verbal Plane?

13. (a) Explain cannons of Idea Plane.

Or

(b) Write short notes of RDA.

14. (a) Write short notes on Chain Indexing.

Or

(b) What is Pre-coordinate indexing?

15. (a) Describe the structure of CCF.

Or

(b) Write short on ISO 2709.

2 **R–2921**

Part C (3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. Discuss in detail the structure and developments of Universe of Subject.

17. Explain the salient features of colon classification.

18. Describe the development of catalogue codes.

19. What is subject catalogue? Discuss different approaches to subject cataloguing.

20. Write an essay on UBC (Universal Bibliographic Control).

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3   **R–2921**

R–2922

Sub. Code
932204

M.Lib.I.Sc. DEGREE EXAMINATION, APRIL 2019

Second Semester

Library and information science

MANAGEMENT OF LIBRARY AND INFORMATION CENTRES

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1.   What do you mean by management?

2.   Define Circulation.

3.   What is RFID?

4.   Define copyright.

5.   What is Taxation?

6.   Define MBO.

7.   What is Cost analysis?

8.   Define Training.

9.   What do you mean by promotion?

10. Write about Budget.

Part B (5 × 5 = 25)

Answer **all** the questions choosing either (a) or (b).

All questions carry equal marks.

11. (a) Write the importance of CPM / PERT in detail.

Or

(b) Explain the salient features of time management.

12. (a) Discuss any two methods exist in training and development.

Or

(b) Write the steps involved in ZBBS.

13. (a) Discuss various kinds of performance evaluation standards.

Or

(b) Discuss the steps involved in recruitment.

14. (a) How do you achieve cost benefit for a library?

Or

(b) Explain the salient features of Materials management.

15. (a) How do you select the documents for university library using standard polices?

Or

(b) Explain the need for resource generation.

2 **R–2922**

Part C (3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. Write the importance of system analysis and design.

17. Explain various theories of Schools Of Thought.

18. Write the importance of HRM in Libraries.

19. Write the need for Team Building And Motivation.

20. Discuss about the Decision Making and its merits.

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R–2923

M.Lib.I.Sc. DEGREE EXAMINATION, APRIL 2019

Second Semester

Library and Information Science

MARKETING OF INFORMATION PRODUCTS AND SERVICES

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

Define the fol1owings :

1.   Commodity market.

2.   Information Ecology.

3.   Product.

4.   Purpose of marketing.

5.   Target marketing.

6.   User behavior.

7.   Marketing mix.

8.   Pricing methods.

9. Marketing.

10. Marketing research.

Part B   (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

All questions carry equal marks.

11. (a) Discuss about Information Products.

Or

(b) What is meant by intangible and Explain various types of intangible.

12. (a) Describe the Information of marketing. Explain the concept of marketing.

Or

(b) Explain about corporate strategy.

13. (a) Explain different types of marketing strategies.

Or

(b) Discuss the significance of STP (Segmentation Targeting and Positing) in marketing.

14. (a) Bring out the four P's of Mc Carthy.

Or

(b) Write on the advantages and disadvantages of marketing mix.

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15. (a) Discuss about components of Marketing Information System.

Or

(b) Discuss the advantages of marketing research.

Part C (3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. Explain about information as a commodity and resources.

17. Explain in detail marketing product and services.

18. Discuss in detail about demographic and behavioral segmentation.

19. Discuss the various pricing policies and methods.

20. What do you meant by marketing research? Describe its scope and functions.

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Sub. Code
932401/
933401

M.L.I.Sc. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Library and Information Science

KNOWLEDGE MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1.   Knowledge Management.

2.   Explicit Knowledge.

3.   Knowledge Capturing.

4.   Portal.

5.   Hypertext.

6.   Nonaka Model.

7.   Name any two CMS Tools.

8.   Tacit Knowledge.

9.   Knowledge Mapping.

10. Knowledge Transfer.

Part B   (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

All questions carry equal marks.

11. (a) Why we need Knowledge Management in Libraries?
            Or
     (b) Write a short note on Tacit Knowledge.

12. (a) Importance of Knowledge Capturing in Libraries.
            Or
     (b) Write a brief note on Knowledge Architecture.

13. (a) What do you mean by Knowledge codification?
            Or
     (b) What is Decision Trees?

14. (a) Write the purpose of Data Mining.
            Or
     (b) List out various tools of Knowledge Management.

15. (a) Write the Ethical Issues in Knowledge Management System.
            Or
     (b) Write the salient features of Drupal.

Part C   (3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. Discuss in detail on Knowledge Management applications in Libraries.

17. Describe the various Models of Knowledge Management.

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18. Write a detailed account on Knowledge Codification and Knowledge Maps.

19. Discuss the role of Web Portal in Knowledge Transfer.

20. Elaborate the importance of CMS Tools in Library Services.

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R–2925	Sub. Code
	932402/ 933402

M.Lib.I.Sc. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Library and Information Science

INFORMETRICS

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. Define the term Bibliometric.

2. Brief – Evaluation of Informetrics.

3. Define Price theory.

4. Write the types of Bibliometric laws.

5. What is cluster analysis?

6. Define Big science.

7. Define citation.

8. What is Impact factor?

9. Define scientometric.

10. What is statistical software package?

Part B $(5 \times 5 = 25)$

Answer **all** the questions, choosing either (a) or (b).

All questions carry equal marks.

11. (a) Write about the concept of Informetrics.

Or

(b) Write short note on Librametry.

12. (a) Explain briefly the Zipf's law.

Or

(b) Theory of Lotka's law.

13. (a) Explain in detail about co-word analysis.

Or

(b) What are the major fields in Libraries where quantitative studies are applicable?

14. (a) Discuss the different form of citations.

Or

(b) What is H-Index and explain briefly?

15. (a) Write notes on Bib excel.

Or

(b) Discuss the salient features of scientometric study.

2 **R–2925**

Part C (3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. How sociometrics study reflects in Library Science in digital era?

17. What are the different types of publication indication? Explain.

18. Explain the role of Internet in bibliometric studies.

19. Trace the evoluation of citation indexes.

20. Justify the need for Bradford's law to ranking journals in a chosen discipline.

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Sub. Code
932504/
933504

M.Lib.I.Sc. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Library and Information Science

CORPORATE LIBRARIES AND INFORMATION CENTRES

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

All questions carry equal marks.

1. Define Corporate Libraries.

2. What is an Information centres?

3. What is Collection Development?

4. Define search Technique.

5. What is Blogs?

6. Define Communication

7. Define: Bulletins

8. Write the various Tools for Corporate communication system.

9. What is E - learning tools.

10. Expand: DRM

Part B   (5 × 5 = 25)

Answer **all** the questions, choosing either (a) or (b).

All questions carry equal marks.

11.   (a)   Write about the need and functions of corporate Libraries.

Or

(b)   Write a note on "Learning Resources"

12.   (a)   Explain the objectives and purpose of collection development.

Or

(b)   Write short notes on Book selection principles and policies of collection development.

13.   (a)   Explain the term "Social network"

Or

(b)   Discuss in detail about Google Search.

14.   (a)   Write a notes on News brief.

Or

(b)   Give an account on News letter.

15.   (a)   Write about the history on "E-Metrics"

Or

(b)   What is an importance of E-learning concept?

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Part C   (3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. Define Corporate Libraries and explain its types and services detail.

17. Discuss the use of various search technique used to the collection development process on corporate libraries in India.

18. Write an essay on "Corporate Librarian 2.0".

19. Describe the various tools involved in corporate communication system.

20. Explain the features of E-Governance.

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