

R-4472

Sub. Code

932201

M.Lib.I.Sc. DEGREE EXAMINATION, APRIL 2021

Second Semester

Library & Information Science

**MANAGEMENT OF LIBRARIES AND INFORMATION
CENTRES**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Management
2. Conservation
3. Serial control
4. Define Planning
5. Performance appraisal
6. Budget
7. Weeding out
8. Expansion of SWOT
9. Library Statistics
10. Library Manuals.

Part B

(5 × 5 = 25)

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

11. (a) Write a short note on Principles of Management.
- Or
- (b) What do you mean by Classical School of Management?
12. (a) Write a brief note on Collection Development Policy.
- Or
- (b) Write the purposes of Stock Verification in Libraries.
13. (a) What is Job analysis?
- Or
- (b) Write a short note on Motivation.
14. (a) Write about Cost- Effective analysis.
- Or
- (b) What is Library Budgeting?
15. (a) What do you mean by Organizational structure?
- Or
- (b) Write the importance of library rules and regulations.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the functions of Management in libraries.
17. Discuss the various types of document selection and acquisition policy in Libraries.

18. Write an essay on functions of Human Resource Management in Libraries.
 19. Explain the concept of effective Budget planning in Libraries.
 20. Discuss on organizational structure of Library and Information Centres.
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R-4473

Sub. Code

932202

M.Lib.I.Sc. DEGREE EXAMINATION, APRIL 2021

Second Semester

Library & Information Science

INFORMATION SYSTEMS AND SERVICES

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Expansion of NASSDOC.
2. Expansion of INSPEC.
3. E-books–Define.
4. Library Networks – Define.
5. What is meant for Subject Guides?
6. Indexing Services–Define.
7. Define Blog.
8. SDI-Define.
9. Information Literacy – Define.
10. What do you mean by Digital Reference Service?

Part B

(5 × 5 = 25)

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

11. (a) Write the functions of AGRIS.

Or

- (b) Write the importance of Information systems.

12. (a) Write the Importance of Databases in Libraries.

Or

- (b) What do you mean by Library networks?

13. (a) Brief the role of Reference Librarian in a university library.

Or

- (b) Write a short note on CAS?

14. (a) Write the usage of Blogs in Libraries.

Or

- (b) Write the Models of Information Seeking Behavior.

15. (a) What do you mean by Information Literacy?

Or

- (b) What is Newspaper clipping service?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the purpose and types of Information Systems.
 17. Discuss the role of INFLIBNET in Resource Sharing.
 18. Describe the ICT based information services in University Libraries.
 19. Explain the theory and models of Information Seeking Behavior.
 20. Write a detailed note on Information Literacy in Libraries.
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R-4474

Sub. Code

932502

M.L.I.Sc. DEGREE EXAMINATION, APRIL 2021

Second Semester

Library and Information Science

**MARKETING OF INFORMATION PRODUCTS
AND SERVICES**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. Define Information.
2. What is an Economics of Information?
3. Define Mc Carthy four p's.
4. What is corporate mission?
5. Write a short note on Demographic Segmentation.
6. Define Psychographics Segmentation.
7. What is Strategy?
8. What are the models of marketing?
9. What do you mean by social media?
10. Write a short note on current trends of Marketing.

Part B

(5 × 5 = 25)

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

11. (a) Discuss about Economic aspect of information.

Or

- (b) How do you market information product? Explain.

12. (a) Write the marketing mix elements.

Or

- (b) Describe concept of marketing.

13. (a) Discuss about behavioural and psychographics segmentation.

Or

- (b) Identify the advantages of online marketing.

14. (a) What are the ingredients of a good strategic marketing plan?

Or

- (b) Discuss in detail about Ansoffs growth matrix.

15. (a) Write about recent trends in Library marketing.

Or

- (b) What are the purposes of social media in marketing?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the various pricing strategies.
 17. Explain the importance of marketing mix.
 18. Describe the segmentation variables.
 19. Discuss the different stages in Life cycle of Product.
 20. Discuss importance of social media in marketing of library resources and services.
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R5359

Sub. Code

932401

M.L.I.Sc. DEGREE EXAMINATION, APRIL –2021

Fourth Semester

Library and Information Science

KNOWLEDGE MANAGEMENT

(CBCS – 2019 Onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

All question carry equal marks.

1. What is knowledge?
2. What is knowledge management?
3. Define tacit knowledge
4. Explicit knowledge
5. Classifying knowledge
6. What is knowledge architecture?
7. Define communication.
8. Write about socialization
9. Data mining
10. Knowledge capturing.

Part B

(5 × 5 = 25)

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

All question carry equal marks.

11. (a) Explain the role of trust in the knowledge management life cycle.

Or

- (b) Discuss concept of knowledge management

12. (a) Discuss types of knowledge in detail?

Or

- (b) Write a detailed account on knowledge creation models.

13. (a) Discuss wordnet.

Or

- (b) Discuss Bablenet.

14. (a) Describe the structure of knowledge mapping.

Or

- (b) Explain machine learning.

15. (a) Explain data mining.

Or

- (b) Explain four errors that knowledge developers look for in knowledge base design.

Part C

(3 × 10 = 30)

Answer any **three** questions.

All question carry equal marks.

16. Write a essay on knowledge management need in the emerging and changing business environment discuss in detail.
17. Discuss the role of knowledge in library and information professionals ? How knowledge work?
18. Write short notes an
 - (a) knowledge base
 - (b) Frames
19. Discuss in detail about decision trees and decision tables knowledge codification and organization sytems.
20. Discuss the different tools and techniques in knowledge management.

R5360

Sub. Code

932402

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2021

Fourth Semester

Library and Information Science

INFORMETRICS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

All questions carry equal marks.

1. Altmetric - Define.
2. Informetrics – Define.
3. List out the various Growth Model.
4. Which bibliometric law is used to identify the core journal of a discipline?
5. What is Bibliographic Coupling?
6. Impact factor: Define.
7. What are the data sources supported by VOS viewer?
8. Define Bibexcel. Who developed Bibexcel?
9. Expand–RCI and RCR?
10. Explain Webometric.

Part B

(5 × 5 = 25)

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

11. (a) What is meant by 'Bibliometrics'? Explain the features of Bibliometrics?

Or

- (b) Discuss the Scope of Cybermetric.

12. (a) Short notes on Bradford's Law of Scattering.

Or

- (b) Discuss the Exponential Model.

13. (a) Enumerate the need and purposes of citation Indexes.

Or

- (b) Enumerate the services of SCOPUS database.

14. (a) Give detail notes on Histcite.

Or

- (b) Why mapping is required? Explain.

15. (a) Short notes on Activity Index.

Or

- (b) What are the limitations of informetric indicators in research assessment?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What is meant by Scientometrics? Discuss in detail its application in library and information centres.
17. Explain critically the concept of “obsolescence of literature” and how to compute obsolescence of literature.
18. What are citation indices? Write about social science citation indices.
19. What is meant by Data Analysis tools? Explain any two data analysis tools?
20. Critically evaluate the significance of bibliometric research in library science.

R5361

Sub. Code

932403

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2021.

Fourth Semester

Library and Information Science

ELECTRONIC RESOURCE MANAGEMENT

(CBCS - 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part - A

(10 × 2 = 20)

Answer **All** questions.

All questions carry equal marks.

1. What is Electronic resources?
2. Expand ERMS.
3. TERMS stands for.
4. Hardware
5. Software
6. Copyright
7. Tactics
8. What is IPR?
9. Define Archiving.
10. Format Migration.

Part - B

(5 × 5 = 25)

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

All questions carry equal marks.

11. (a) Define E-Resources, Discuss Need of ER.

Or

- (b) Explain E-Resource, life cycle.

12. (a) What is ERM System? Discuss Procedure for selecting, acquiring of ERMS

Or

- (b) Explain E-Shodh Sindhu.

13. (a) Explain Locks.

Or

- (b) Explain Clocks.

14. (a) Write short notes on Economic of E-Resources.

Or

- (b) Briefly explain about Access Management of E-Resources.

15. (a) Mention terms in the negotiation for E-Resources License.

Or

- (b) Explain Future of ERMS.

Part-C

(3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. Discuss Elaborately Concept, Characteristics and Drawbacks of E-Resources.
17. What is Consortia? Discuss need and limitation of Consortia.
18. Explain in detail about Formulating policy and budgeting in collection Development process.
19. How will you evaluate Web-based Resources? Discuss its scope and types.
20. Describe user behavior and expectations of ERM. Explain disintegration of the ILS.

R5362

Sub. Code

932404

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2021

Fourth Semester

Library and Information Science

WEB TECHNOLOGY

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. What is web servers?
2. Web clients.
3. Web 2.0.
4. Lib 2.0.
5. WWW.
6. What is Internet?
7. What is Websites?
8. Database.
9. Define open source search Engines.
10. Expand DHTML.

Part B

(5 × 5 = 25)

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

All questions carry equal marks.

11. (a) Overview of Web Technology.
Or
(b) Explain in detail about cloud computing.
12. (a) Write short notes on IE.
Or
(b) Write short notes on Firefoze.
13. (a) Explain HTML.
Or
(b) Explain XML.
14. (a) What do you understand by Web Contents?
Or
(b) Write a short note on static Web Contents.
15. (a) Explain about LUCENCE.
Or
(b) What is search Engines? Explain any one.

Part C

(3 × 10 = 30)

Answer any **three** questions.

All questions carry equal marks.

16. Describe the scope and characteristics of web server. Discuss its types.
17. What is Mark-up language? Explain in detail about XHTML, CSS and JavaScript.

18. Write short notes
 - (a) MySQL
 - (b) Postgre SQL.
 19. What is Architecture? Discuss MVC.
 20. How will you Evaluate Search Engines? Discuss in detail.
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