

**R8291**

**Sub. Code**

**932201**

**M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2023**

**Second Semester**

**Library and Information Science**

**MANAGEMENT OF LIBRARIES AND INFORMATION  
CENTRES**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. Who has defined function of management as POSDCORB?  
(a) G.R. Terry                      (b) Luther Gullick  
(c) J.B Say                              (d) J.A. Schumpeter
2. TQM is a system of continuous improvement employing participative management and centered on needs of the  
(a) Customers                      (b) Staff  
(c) Organization                      (d) Government
3. Books lost from the library are known through  
(a) Shelf List  
(b) Accession Register  
(c) Stock Verification  
(d) Charging and Discharging

4. Full form of RFID
- (a) Radio Frequency Identify
  - (b) Radio Frequent Identification
  - (c) Radio Frequency Identification
  - (d) Radiation Frequency Identification
5. The process of breaking up a specific job into the various tasks involved is
- (a) Job evaluation      (b) Job description
  - (c) Job synthesis      (d) Job analysis
6. The process of analysing a given job into different distinct items is known as
- (a) Job Chart      (b) Job Analysis
  - (c) Job Allotment      (d) Job Enrichment
7. Another term of PERT is
- (a) CPM      (b) POSDCORB
  - (c) MBO      (d) HRM
8. PERT was developed by
- (a) The Navy special project office
  - (b) Booz Allen Hamelton
  - (c) Both
  - (d) None
9. The Govt. of India passed the Disaster Management Act in which year
- (a) 2003      (b) 2004
  - (c) 2005      (d) 2007

10. Disaster causes a catastrophic loss of
- (a) Property
  - (b) Life
  - (c) Both
  - (d) None

**Section B**

(5 × 5 = 25)

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

11. (a) Discuss the concept of Management and its functions.

Or

- (b) Discuss the importance of Total Quality Management (TQM) in libraries.

12. (a) Explain the Stock Management in detail and its maintenance and preservation.

Or

- (b) Write short note on Barcode and its important?

13. (a) What is meant by Human Resource Management (HRM)? Differentiate between macro and micro approaches to HRM.

Or

- (b) What is Leadership?

14. (a) Define Cost Benefit Analysis in detail.

Or

- (b) Write short note on PERT/CPM.

15. (a) Explain the Principles of organizational structure.

Or

- (b) Discuss the concept of Managing in the 21 century LIS in detail.

**Section C**

(5 × 8 = 40)

Answer any **five** of the following questions.

16. Discuss the development of the Neo-classical theory of Management with special emphasis on the human relations school.
17. Explain the concept of Change Management and its Process.
18. Explain the user services management and its alerts are and document delivery.
19. Explain the stock verification and security issues in detail.
20. Describe the process and importance of Job analysis and Job evaluation in detail.
21. Define and explain the components of human resources management.
22. Write an essay on Financial Management.
23. Write an essay on Cost effectiveness.

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**Sub. Code**

**932202**

**M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2023**

**Second Semester**

**Library and Information Science**

**INFORMATION SYSTEMS AND SERVICES**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. INSDOC has been merged with NISCOM and is now known as
  - (a) DELNET
  - (b) NISCAIR
  - (c) DESIDOC
  - (d) NASSDOC
  
2. UNISIST is a
  - (a) Software
  - (b) Welfare association
  - (c) Programme
  - (d) Committee
  
3. INFLIBNET headquarters is located at
  - (a) Ahmedabad
  - (b) Bangalore
  - (c) New Delhi
  - (d) Chennai

4. HELINET stands for
- (a) Healthy Science Library and Information Network
  - (b) Human Science Library and Information Network
  - (c) Health Science Library and Information Network
  - (d) Heal Science Library and Information Network
5. Reference Librarians must be \_\_\_\_\_in their field
- (a) Knowledgeable      (b) Good Understanding
  - (c) Both                      (d) None
6. Which one is not Indexing Service?
- (a) Current Technology Index(1962)
  - (b) Atom Index
  - (c) Applied science and Technology Index
  - (d) Current Indexing to Scientific and Technical Literature (1967)
7. Which service demands the creation of a 'User' Profile?
- (a) CAS                      (b) Information retrieval
  - (c) SDI                      (d) Reference Service
8. Current contents service is a Service in
- (a) Reprography      (b) Translation
  - (c) CAS                      (d) SDI
9. Who contributed on the systematic use of User's Education?
- (a) Melvil Dewey      (b) S.S. Green
  - (c) E. J. Coates      (d) Patricia B. Knapp

10. User education may be provided in four interrelated areas which are
- (a) User's awareness, user studies, library orientation, bibliographic instruction
  - (b) User's awareness, library orientation, inter-profiling, bibliographic instruction
  - (c) Aptitude test of the users, use of cataloguing, inter-profiling, users awareness
  - (d) Bibliographic instruction, library orientation, computer literacy, user's awareness.

**Part B** (5 × 5 = 25)

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

11. (a) Write short notes on NISCAIR

Or

- (b) Write short notes on INSPEC in detail,

12. (a) Explain the concept of INFLIBNET

Or

- (b) Discuss the E-Journals Consortium in India.

13. (a) Write an overview of Digital Reference Services.

Or

- (b) What are the similarities between Abstracting Services and indexing Services?

14. (a) What are different types of Information Services?

Or

- (b) Write short note on SDI Services.

15. (a) Explain the concept and meaning of User Education

Or

(b) Explain the need for User Studies.

**Part C**

(5 × 8 = 40)

Answer any **five** of the following questions.

16. Briefly discuss the components of Information Systems and its functions.
17. INIS is the best example of decentralised input and centralized output. Discuss the statement with reference to the functions and services of INIS
18. Briefly discuss the OCLC.
19. Write an essay on FORSA in detail
20. Briefly discuss the importance of SDI and web based Services.
21. Discuss the role and functions of Reference Librarian.
22. Explain the different types of Translation Services.
23. Explain the different categories of User Studies



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**932503**

**M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2023**

**Second Semester**

**Library and Information Science**

**MARKETING OF INFORMATION PRODUCTS AND SERVICES**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Market information means
  - (a) Knowledge of shops and bazaars
  - (b) Knowledge of shopping malls
  - (c) Knowledge of customer profile and product mix
  - (d) Knowledge of various languages
2. Markets are created by
  - (a) Nature
  - (b) Economic Force.
  - (c) Businessmen
  - (d) Product
3. Which of the following is not the 4C's of marketing?
  - (a) Consumer wants and needs
  - (b) Cost
  - (c) Convenience
  - (d) Cultural factors

4. The 4P's of marketing are:
- (a) Purpose, Product, Price, Promotion
  - (b) Plan, Purpose, Price, Product
  - (c) Purpose, Plan, Product, Promotion
  - (d) Product, Place, Promotion, Price
5. Which of the following variables is a part of Psychographic Segmentation?
- (a) Lifestyle
  - (b) Family size
  - (c) Family Life Cycle
  - (d) Occupation
6. What does demographic segmentation stand for?
- (a) Geographic locations
  - (b) Description of people and their place in society
  - (c) People living in diversified areas
  - (d) Location of target customers
7. \_\_\_\_\_ is one of the challenges presented by the Product Life Cycle for a product.
- (a) Product development
  - (b) New product development
  - (c) Product testing
  - (d) Poor margins
8. How often should a SWOT Analysis be performed?
- (a) Only when specific issues need to be addressed
  - (b) At least once per year
  - (c) Only when the business starts
  - (d) Every 3-5 years

9. Which is not direct benefit of social media marketing?
- (a) Increased Brand Awareness
  - (b) More Inbound Traffic
  - (c) More Brand Authority
  - (d) Difficult To Measure
10. Which social network is considered the most popular for business to business marketing
- (a) Facebook
  - (b) Orkut
  - (c) Ryze
  - (d) LinkedIn

**Part B** (5 × 5 = 25)

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

11. (a) Define information? Explain information as resources.

Or

- (b) What is marketing? How can marketing be related to information?

12. (a) Write about the marketing mix with 4P's.

Or

- (b) List the marketing mix elements.

13. (a) Examine the major factors that influence user behavior.

Or

- (b) Explain behavioral segmentation.

14. (a) What is Marketing Strategy? Explain the importance of Marketing Strategy.

Or

- (b) What are the ingredients of a good strategic marketing plan?
15. (a) Describe the social media marketing.

Or

- (b) Explain about role of social media marketing.

**Part C**

(5 × 8 = 40)

Answer any **five** questions.

16. Examine the marketing of library products.
17. Explain the role of library in developing information marketing.
18. Discuss the marketing mix implementations in e-marketing.
19. Explain the structure and strategy in economics of information.
20. Prepare a marketing strategy for an academic library.
21. Sketch the steps involved in building the perfect marketing mix.
22. Distinguish between demographic segmentation and behavioral segmentation
23. State the major trends in library marketing.