

R0949

Sub. Code

932201

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2024

Second Semester

Library and Information Science

**MANAGEMENT OF LIBRARIES AND INFORMATION
CENTRES**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Time and motion study is a process of analyzing jobs to determine the best movements for performing each task in which school of management is the time and motion study concept studied? (CO1, K1)
 - (a) Classical school of management
 - (b) Scientific school of management
 - (c) Human relations school
 - (d) Social system school
2. PODSCORB was developed by (CO1, K1)
 - (a) F. W. Taylor (b) Gulick and Ur wick
 - (c) H. Fayol (d) B. C. Vickery

3. In which Library Service barcode technology is used: (CO2, K2)
- (a) Circulation
 - (b) Stock verification
 - (c) Reference service
 - (d) Inter-Library Loan
4. RFID Stands _____. (CO2, K2)
- (a) Radio Frequency Identification Document
 - (b) Radioactive Frequency Identification
 - (c) Radio Frequency Identification
 - (d) Radio Frequency Interconnection
5. Staffing is concerned with providing and maintaining _____ resources. (CO3, K3)
- (a) Physical (b) Technical
 - (c) Human (d) Financial
6. Newly acquired books are entered in (CO2, K2)
- (a) Stock Register
 - (b) Logbook Register
 - (c) Accession Register
 - (d) Circulation Sheet

7. Financial support given to libraries is of two types –
Recurring (CO4, K2)
- (a) Ad-hoc (b) Endowments
(c) Annual (d) Non-recurring
8. Zero-base budgeting means (CO4, K1)
- (a) There will be no increase in expenses or income
(b) There will be no budget
(c) The difference between income and expenditure is zero
(d) All proposals for income and expenditure will need to be justified
9. Peter A. Phyer related to (CO4, K2)
- (a) Ranganathan formulated his first Law of library from his casual hint
(b) Library Legislation
(c) Living with book
(d) Zero Based Budget
10. Who states “To provide the right book to the right reader at the right time?” (CO1, K1)
- (a) Dr. S. R. Ranganathan
(b) Drury
(c) McColvin
(d) Dewey

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each

11. (a) What do you understand by 'change management'?
- (CO1, K1)

Or

- (b) Expand POSDCORB. (CO1, K1)

12. (a) Examine the role of the Acquisitions section. (CO2, K2)

Or

- (b) Describe the significance of library statistics. (CO2, K2)

13. (a) Describe the recruitment process. (CO3, K3)

Or

- (b) Classify the library personnel. (CO3, K3)

14. (a) Define 'TQM' and its application in the library. (CO4, K2)

Or

- (b) What is SWOT analysis? (CO4, K2)

15. (a) Draw the organisational structure of university library personnel. (CO5, K2)

Or

- (b) Discuss the causes of the disaster in the library. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each

16. (a) Describe the various schools of management thought. (CO1, K1)

Or

- (b) Analyze the functions of management. (CO1, K1)

17. (a) What is an annual report of a library? How the annual report is structured and what it contains. (CO2, K2)

Or

- (b) List the services provided by the University library. (CO2, K2)

18. (a) What does job analysis mean? Describe the process of job analysis. (CO4, K2)

Or

- (b) Discuss the Dr S R R Staff formulae of the library. (CO4, K2)

19. (a) Discuss the 'Job description' given to library management. (CO4, K2)

Or

- (b) Provide an overview of the various tools used for budget preparation. (CO4, K2)

20. (a) List out the skills required for 21st century library managers. (CO5, K2)

Or

- (b) Discuss the challenges ahead for librarianship. (CO5, K2)
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R0950

Sub. Code

932202

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2024

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 following objective questions by choosing the correct option.

1. NISCAIR stands for (CO1, K1)
 - (a) National Institute of Science Communication and Information Resources
 - (b) National Institute of Science Communication and Information Retrieval
 - (c) National Institute of Social Science and Information Resource
 - (d) Indian National Institute of Scientific Information Resources

2. NASSDOC stands for (CO1, K1)
 - (a) National Association of Scientific Documentation Center
 - (b) National Association of Social Science and Documentation Center
 - (c) National Association of Science Communication Center
 - (d) Information Centre for Research and Innovations in Social Sciences

3. In which five-year plan INFLIBNET was established
(CO2, K4)
- (a) Fourth five-year plan
 - (b) Fifth five-year plan
 - (c) Sixth five-year plan
 - (d) Seventh five-year plan
4. CeRA is _____ (CO2, K4)
- (a) Library Software (b) Library Consortium
 - (c) Library Tool (d) Digital Library
5. MEDLARS was launched by _____ (CO1, K1)
- (a) National Library of Medicine
 - (b) Library of Congress
 - (c) New York Public Library
 - (d) British Library
6. Which of the following cannot be considered for evaluating reference sources? (CO3, K1)
- (a) Accuracy of information
 - (b) Colour of book
 - (c) Objectivity of content
 - (d) Scope of information

7. CAS is defined as (CO4, K3)
- (a) A process of dissemination of information
 - (b) A process of information
 - (c) A process of dissemination of current information
 - (d) A simple information service
8. Which of the following services is meant for the location of documents? (CO4, K3)
- (a) Indexes
 - (b) Trend reports
 - (c) Technical digests
 - (d) Newspaper clippings
9. General orientation to available facilities and resources of the library refers to _____ (CO5, K1)
- (a) Information Retrieval
 - (b) User Education
 - (c) Reference Service
 - (d) CAS
10. _____ are sharing e-mail messages to a group of people. (CO4, K3)
- (a) Library software
 - (b) List serves
 - (c) Websites
 - (d) All the above

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Define the institutional repositories and their importance. (CO1, K1)

Or

- (b) Describe the objectives and functions of NISCAIR. (CO1, K1)

12. (a) Discuss the need for the consortium. (CO2, K4)

Or

- (b) Discuss the activities of DELNET. (CO2, K4)

13. (a) Enumerate the needs of Reference Services. List the types of Reference Services. (CO3, K1)

Or

- (b) Discuss the role and function of the reference librarian. (CO3, K1)

14. (a) What do you understand about Current Awareness Service? (CO4, K3)

Or

- (b) Discuss the various components for providing Selective Dissemination service. (CO4, K3)

15. (a) Explain various methods to conduct user education. (CO5, K1)

Or

- (b) Find out different types of users in the university library. (CO5, K1)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Describe the services provided by NISCAIR.
(CO1, K1)

Or

- (b) Write short notes on : (CO1, K1)
(i) AGRIS
(ii) INIS

17. (a) Write the role and services of INFLIBNET.
(CO2, K4)

Or

- (b) Explain various types of Consortia with examples.
(CO2, K4)

18. (a) Assess the importance of e-resources. (CO3, K1)

Or

- (b) Discuss the skills required for a reference librarian.
(CO3, K1)

19. (a) Discuss the various services provided by the library.
(CO4, K3)

Or

- (b) Describe the role and importance of internet-based information service.
(CO4, K3)

20. (a) Discuss different approaches to users' needs.
(CO5, K1)

Or

(b) Define User Education and explain its objectives.
(CO5, K1)

R0951

Sub. Code

932503

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2024

Second Semester

Library and Information Science

**Elective : MARKETING OF INFORMATION PRODUCTS
AND SERVICES**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Library entryways, foyers, and lobbies provide numerous opportunities to direct your patrons, provide layout information, entries should be warm and inviting is called (CO1, K1)
 - (a) Library marketing
 - (b) Library organization
 - (c) Library direction
 - (d) Library planning

2. Which one of the library marketing banners display they are portable and easy to setup? (CO1, K1)
 - (a) Notice boards (b) Retractable banners
 - (c) Bulletin boards (d) A-frame signs

3. Which one of the following sets represents the 4C's of the marketing mix? (CO2, K2)
- (a) Cost, coverage, communication, consultancy
 - (b) Customer, cost, convenience, comfort
 - (c) Convenience, communication, coverage, cost
 - (d) Customer solution, cost, convenience, communication
4. The term marketing mix describes _____. (CO2, K2)
- (a) a composite analysis of all environmental factors inside and outside the firm
 - (b) a series of business decisions that aid in selling a product
 - (c) a blending of strategic elements to satisfy specific target market etc
 - (d) the relationship between a firm's marketing strengths and its business weaknesses
5. Marketing research is concerned with (CO3, K3)
- (a) Solution to specific problems of marketing
 - (b) Supply position
 - (c) Financial problems
 - (d) Anticipation of production
6. The process of selecting one or more market segments to enter is called? (CO3, K3)
- (a) Marketing targeting
 - (b) Demographic segment
 - (c) Behavioral segment
 - (d) Geodemographic

7. In Ansoff's matrix what is the most risky strategy for an organization? (CO4, K4)
- (a) Production / Service Department
 - (b) Marketing penetration
 - (c) Exporting
 - (d) Diversification
8. The "soft" elements of the 7-S framework include all of the following EXCEPT which? (CO4, K4)
- (a) Style
 - (b) Systems
 - (c) Skills
 - (d) Shared values
9. Which is not direct benefit of social media marketing? (CO5, K5)
- (a) Difficult To Measure
 - (b) More Inbound Traffic
 - (c) More Brand Authority
 - (d) Increased Brand Awareness
10. Which social media platform is best for B2B marketing? (CO5, K5)
- (a) Twitter
 - (b) Facebook
 - (c) Instagram
 - (d) LinkedIn

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each

11. (a) Define information. Explain Knowledge society and Information Society. (CO1, K2)

Or

- (b) What is marketing? How can marketing be related to information? (CO1, K2)

12. (a) Write about the marketing mix with 4P's. (CO3, K3)

Or

- (b) Explain the need and importance of Marketing Mix. (CO3, K3)

13. (a) Examine the importance to study the user behavior and adoption. (CO3, K4)

Or

- (b) What is meant by market segmentation? Explain the methods of categorizing users in an academic library (CO3, K4)

14. (a) Discuss in detail on various stages of Product Life Cycle. (CO4, K1)

Or

- (b) Write about the important principles of planning. (CO4, K1)

15. (a) Describe the use of social media marketing.
(CO5, K4)

Or

- (b) Explain about role of social media marketing.
(CO5, K4)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Examine the marketing of library products.
(CO2, K2)

Or

- (b) Trace the evolution of an on formation industry.
(CO2, K2)

17. (a) Discuss the marketing mix implementations in e-marketing.
(CO3, K3)

Or

- (b) List the marketing mix elements. (CO3, K2)

18. (a) Distinguish between geographic and demographic segmentation in marketing.
(CO3, K4)

Or

- (b) How is user's behavior and adoption informative in marketing?
(CO4, K4)

19. (a) Describe the growth strategy tools of Ansoff's matrix. (CO4, K5)

Or

- (b) What is meant by market plan? Examine the need for new product development. (CO4, K5)

20. (a) What are the benefits of social media in marketing? (CO2, K3)

Or

- (b) Write about recent trends in library marketing. (CO5, K5)

R0952

Sub. Code

932401

M. Lib.I.Sc DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Library and Information Science

KNOWLEDGE MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Tacit knowledge includes expertise that is: (CO4, K2)
(a) on paper (b) in documents
(c) in databases (d) in people's heads
2. Explicit to tacit communication is also known as _____ in Nonaka's model. (CO4, K2)
(a) socialization (b) internalization
(c) communication (d) externalization
3. Knowledge management is: (CO1, K2)
(a) discipline
(b) based on information
(c) digital networks as used in an organization
(d) the process of capturing and using expertise

4. Following are the components of KM except: (CO1, K2)
- (a) People (b) Currency
(c) Process (d) Technology
5. Which does not include the four dimensions of knowledge management? (CO3, K1)
- (a) Process (b) Product
(c) Price (d) People
6. A knowledge codification scheme that appears as a spread sheet divided into two parts for conditions and conclusions is a: (CO3, K1)
- (a) decision tree (b) decision table
(c) frame (d) knowledge map
7. The starting node of a tree is called a: (CO4, K2)
- (a) Seed (b) Root
(c) Top (d) Branch
8. The KM life cycle includes knowledge (CO4, K2)
- (a) creation (b) capture
(c) organization (d) all of the above
9. Who has invented the term “knowledge worker” in 1959? (CO5, K2)
- (a) Grace Hopper (b) Peter Drucker
(c) Alfred Sloan (d) Nicolas Carr

10. The four-process view of KM includes, in order of sequence (CO3, K1)
- (a) capturing, organizing, refining, and transfer
 - (b) organizing, transfer, capturing, and refining
 - (c) capturing, refining, organizing, and transfer
 - (d) capturing, transfer, refining, and organizing

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Write the different kinds of Knowledge. (CO2, K2)

Or

- (b) Explain the impact of Knowledge Management in Libraries. (CO5, K2)

12. (a) Describe the methods involved in Knowledge Creation. (CO3, K1)

Or

- (b) Write any one of the methods adopted in Knowledge Codification. (CO4, K2)

13. (a) Explain the need and purpose of Mapping. (CO4, K2)

Or

- (b) Write the purpose of Data Visualization. (CO5, K2)

14. (a) Describe about the Share point. (CO5, K2)

Or

- (b) Write about Data Mining. (CO5, K2)

15. (a) Discuss the importance of Knowledge Transfer. (CO4, K2)

Or

- (b) Write a note on Portals. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Write the need and functions of Knowledge Management. (CO2, K2)

Or

- (b) Discuss the skills of LIS Professionals in KM environment. (CO5, K2)

17. (a) Explain the steps associated with Knowledge Codification. (CO4, K2)

Or

- (b) Evaluate the techniques applied in KM. (CO5, K2)

18. (a) Write the features Nonaka's Model. (CO3, K1)

Or

- (b) Discuss the importance of Knowledge Mapping. (CO4, K2)

19. (a) Write the Knowledge Transfer. (CO4, K2)

Or

- (b) Explain the K.M practices in Libraries. (CO5, K2)

20. (a) Write the skills required for LIS professionals in K.M. environment. (CO5, K2)

Or

- (b) Discuss the need and purpose of Knowledge Management Systems. (CO3, K1)

R0953

Sub. Code

932402

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Library and Information Science

DIGITAL LIBRARY AND WEB TECHNOLOGY

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. TIF file format is first developed by _____
(CO1, K2)
(a) Microsoft (b) Sun Microsystems
(c) Aldus Corporation (d) C-Cube
2. Omnipage is a _____
(CO1, K2)
(a) Image Software (b) Remote Login
(c) DBMS Software (d) OCR Software
3. D-Space was developed by _____
(CO2, K1)
(a) Katipo Communications Ltd., New Zealand
(b) University of Waikato, New Zealand
(c) Massachusetts Institute of Technology (MIT)
Libraries and Hewlett-Packard Labs.
(d) Wikimedia Foundation

4. Which one of the following is not an Open-Source Software? (CO2, K1)
(a) D-Space (b) Windows
(c) Greenstone (d) Fedora
5. One of the following search engines is exclusively meant for scientific information. (CO4, K2)
(a) Google (b) Yahoo!
(c) SCIRUS (d) Alta Vista
6. OAI stands for (CO3, K2)
(a) Open Access Initiatives
(b) Open Archives Initiatives
(c) Online Access Initiatives
(d) Online Archives Initiatives
7. Which of the following is a meta-search engine? (CO4, K2)
(a) Google (b) Dogpile
(c) Bing (d) Alta Vista
8. Is e-mail on the Internet sent to other networks through interconnections? What are called these interconnections? (CO4, K2)
(a) Gateways (b) Password
(c) Address (d) Home page
9. On the Internet, Infoseek is a popular (CO4, K2)
(a) Gateway (b) Search engine
(c) Browsing (d) Highway
10. RSS Feed is a tool of (CO5, K1)
(a) Graphic design (b) Web 1.0
(c) Web 2.0 (d) Authority of the libraries

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Write short notes on Types of Files. (CO1, K2)

Or

- (b) What is OCR? How it works. (CO1, K2)

12. (a) Discuss the importance of DRM in the digital library. (CO2, K1)

Or

- (b) Define digital library. (CO2, K1)

13. (a) Define digital preservation. (CO3, K2)

Or

- (b) Define institutional repositories and their character. (CO3, K2)

14. (a) Discuss the markup language. (CO4, K2)

Or

- (b) Define search engine. List its different categories. (CO4, K2)

15. (a) What do you understand about Web 2.0? How does it help the library services? (CO5, K1)

Or

- (b) Write a short note on OAI/PMH. (CO5, K1)

Part C

(5 × 8 = 40)

Answer **all** the questions not more 1000 words each.

16. (a) Discuss the functional requirements of the digital library. (CO1, K2)

Or

- (b) Discuss the process of digitalisation of documents. (CO1, K2)

17. (a) What is metadata? Explain its element. (CO2, K1)

Or

- (b) Discuss the features of any two digital library software. (CO2, K1)

18. (a) Trace the development of digital libraries in India. (CO3, K2)

Or

- (b) Discuss the need of Digital preservation in detail. (CO3, K2)

19. (a) What do you understand about internet protocol? Discuss different internet protocols. (CO4, K2)

Or

- (b) What do you understand about internet security? Discuss its importance. (CO4, K2)

20. (a) What are the criteria used to evaluate a website? Discuss in detail. (CO5, K1)

Or

- (b) List out different types of social networks. How it's helpful to promote library activities. (CO5, K1)