

R2716

Sub. Code

932201

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2025

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. In the acronym of POSDCORB, the words CO represent what? (CO1, K1)
(a) Cooperation (b) Collection
(c) Coordination (d) Committee
2. _____ is the father of scientific management. (CO1, K1)
(a) Frederick Winslow Taylor
(b) Henry Fayol
(c) Urwick
(d) Max Weber
3. Payments for the books purchased can be made only after (CO2, K2)
(a) Accessioning
(b) Classification.
(c) Cataloguing
(d) Arrangement in the shelve

4. The technical section performs mainly two functions namely classification and _____ (CO2, K2)
(a) Accessioning (b) Bills payment
(c) Cataloguing (d) Shelving
5. Outdated and seldom used books are withdrawn from the library is known as _____ (CO2, K2)
(a) Shelving (b) Weeding
(c) Circulating (d) Guiding
6. Posting the right person at the right place is _____ (CO3, K3)
(a) Recruitment (b) Coaching
(c) Deployment (d) Induction
7. Books lost from the library are known through _____ (CO2, K2)
(a) Stock verification
(b) Charging and discharging
(c) Shelf list
(d) Accession Register.
8. What is Budget? (CO4, K2)
(a) The annual estimate of income
(b) The annual estimate of expenditure
(c) Annual estimate of income and expenditure
(d) Annual estimate of finance
9. What are the two parts of the annual report of the library? (CO4, K2)
(a) Primary and Secondary
(b) Analytical and Systematic
(c) Upper and Lower
(d) Descriptive and Statistical

10. Newly acquired books are entered in (CO2, K2)
- (a) Stock Register
 - (b) Logbook Register
 - (c) Accession Register
 - (d) Circulation Sheet

Part B (5 × 5 = 25)

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

11. (a) Explain the functions of management. (CO1, K2)

Or

- (b) Define scientific management in libraries. (CO1, K1)

12. (a) Describe the Technical Section's routines. (CO2, K3)

Or

- (b) Discuss the various types of access patterns of e-resources. (CO2, K2)

13. (a) Specify the function of Human Resource Management. (CO3, K2)

Or

- (b) Explain the purpose of job analysis. (CO4, K2)

14. (a) Mentioned the source of finance for a public library. (CO4, K2)

Or

- (b) Define 'TQM' and its importance in libraries. (CO4, K2)

15. (a) Discuss the role and responsibilities of a university librarian. (CO5, K2)

Or

- (b) Define leadership and its activities. (CO3, K3)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1,000 words each.

16. (a) Discuss the various School of Management Thoughts. (CO1, K1)

Or

- (b) Discuss the Fourteen principles of management. (CO1, K1)

17. (a) What is an annual report? Discuss its parts and importance. (CO2, K2)

Or

- (b) Write short notes on :

(i) Preservation

(ii) Library statistics. (CO2, K2)

18. (a) Discuss in brief the purpose of performance evaluation in a library. (CO3, K3)

Or

- (b) Discuss the merits and demerits of the budgetary control system. (CO4, K2)

19. (a) Describe how an academic library gets its funding. (CO4, K2)

Or

- (b) Provide an overview of the various methods of budgeting. (CO4, K2)

20. (a) Describe in detail the functions of the Library Authority. (CO5, K2)

Or

- (b) Create a list of the skills librarians are expected to have in the digital age. (CO5, K2)

R2717

Sub. Code

932202

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2025

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. AGRIS stands for _____ (CO1, K1)
 - (a) International System for Agricultural Research Information Sources
 - (b) Agricultural Research Information Services
 - (c) Agricultural Research Information Source
 - (d) International System for Agricultural Sciences and Technology
2. INIS was established in _____ (CO1, K1)
 - (a) 1970 (b) 1972
 - (c) 1969 (d) 1974
3. INSPEC A Bibliographical database deals with (CO1, K1)
 - (a) Physics and Engineering
 - (b) Philosophy
 - (c) English
 - (d) Psychology

4. Which of the following consortiums support e-resources for health sciences? (CO2, K4)
- (a) NKRC (b) FORSA
(c) CeRA (d) HELINET
5. The term “Information Service” is an improvised name of (CO3, K1)
- (a) Administration (b) Documentation
(c) Bibliography (d) Reference service
6. _____ does not provide users with the document or information needed by them but directs them to sources of information where required document or information would be available. (CO3, K1)
- (a) Reference Service
(b) Online Reference Service
(c) Referral Service
(d) Literature Search
7. _____ is concerned with the supply of documents to the user on demand either in original or photocopies irrespective of the location and form of the original document. (CO4, K3)
- (a) Online Reference service
(b) Electronic document delivery
(c) Document Delivery service
(d) Translation services
8. “Reference service is the contact between the right reader and the right book in the right personal way” was stated by _____ (CO4, K3)
- (a) D.J. Fockett
(b) S.R. Ranganathan
(c) James I Wyer
(d) A.L.A Glossary of library terms

9. 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
10. Which one of the following research methods is suitable to find out the information-seeking behaviour of library users? (CO5, K1)
- (a) Survey
 - (b) Historical
 - (c) Case study
 - (d) Experimental

Part B (5 × 5 = 25)

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

11. (a) Describe the activities of the Information Analysis Centre. (CO1, K1)
- Or
- (b) What is a Data centre? Discuss with a suitable example. (CO1, K1)
12. (a) Write activities of DELNET. (CO2, K4)
- Or
- (b) Discuss the concept of Consortium. (CO2, K4)
13. (a) List the various types of reference sources in the library. (CO3, K1)
- Or
- (b) What do you understand about Indexing? Discuss its importance. (CO3, K1)
14. (a) Discuss the impact of technology in reference and library services. (CO4, K3)
- Or
- (b) Explain various services provided by academic libraries. (CO4, K3)

15. (a) Define user education and its importance. (CO5, K1)

Or

- (b) Distinguish between Use Study and User education.
(CO5, K1)

Part C

(5 × 8 = 40)

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

16. (a) Describe the information services provided by AGRIS and MEDLARS. (CO1, K1)

Or

- (b) What do you understand about information systems? Discuss the activities of NASSDOC.
(CO1, K1)

17. (a) Discuss E-Shodsindhu. (CO2, K4)

Or

- (b) Write a short note:
(i) MEDLARS
(ii) INSPEC. (CO2, K4)

18. (a) What do you mean by reference service? Discuss and its type. (CO3, K1)

Or

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

19. (a) Explain CAS and SDI. Discuss steps involved in SDI service. (CO4, K3)

Or

- (b) Explain various types of Translation services. (CO4, K3)

20. (a) Explain how you could conduct user education in the university library. (CO5, K1)

Or

- (b) Explain the need to assess users' needs in academic libraries. (CO5, K1)

R2718

Sub. Code

932503

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2025

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 questions by choosing
the correct option.

1. Marketing can assist libraries in determining their future and in identifying quality products that are (CO1, K1)
 - (a) Target customer and market
 - (b) Product, price, and promotion
 - (c) Acquisition, technical services, and reference services
 - (d) Services, programs, and materials
2. Who is the Father of Modern Marketing? (CO1, K1)
 - (a) Abraham Maslow
 - (b) Philip Kotler
 - (c) Peter F Drucker
 - (d) Raymond Kroc

3. What does Stars symbolize in BCG matrix? (CO2, K2)
(a) Growth (b) Introduction
(c) Maturity (d) Decline
4. Which marketing mix activity is most closely associated with news, letters, catalogues, and invitations to organization-sponsored events? (CO2, K2)
(a) Product (b) Promotion
(c) Pricing (d) Distribution
5. In which of the following segmentation criteria? The predictability of consumer choice behavior is the highest? (CO3, K3)
(a) Psychological (b) Behavioral
(c) Demographic (d) Geodemographic
6. What do we meant by Target Groups? (CO3, K3)
(a) Shop Floor executives
(b) Employees
(c) A group of people expected to purchase our products
(d) Population
7. In SWOT analysis, which one is internal factor? (CO4, K4)
(a) Technology
(b) Industry/market structure
(c) Customer trends
(d) R and D
8. A Marketing plan is a collection of specific (CO4, K4)
(a) Action (b) Markets
(c) Staffs (d) Products

9. Which of the following is NOT a Social Media Platform?
(CO5, K5)

- (a) Facebook (b) Twitter
(c) Instagram (d) Google

10. Which social media platform is best for influencer marketing?
(CO5, K5)

- (a) Facebook (b) Twitter
(c) Instagram (d) LinkedIn

Part B (5 × 5 = 25)

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

11. (a) Write an essay on economics of information.
(CO1, K2)

Or

- (b) Discuss the growth of information industry and its implication on library and information products and services.
(CO1, K3)

12. (a) Comment your views on Four Cs of Marketing.
(CO2, K4)

Or

- (b) What is Market Mix? Discuss in detail the components of Marketing Mix.
(CO2, K2)

13. (a) Explain how market segmentation is useful in categorizing the public library users.
(CO3, K3)

Or

- (b) Examine the need for using advertising as a tool for library promotion. Give examples.
(CO3, K3)

14. (a) What are the benefits of SWOT Analysis? (CO4, K4)

Or

- (b) Explain the 7's Framework and their elements.
(CO4, K3)

15. (a) How is social media important in marketing?
(CO5, K4)

Or

- (b) Write about the Case specific strategy in effective marketing.
(CO5,K5)

Part C (5 × 8 = 40)

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

16. (a) Discuss in detail information as a resource.
(CO1, K4)

Or

- (b) Elucidate the need for marketing in the field of library and information science. (CO1, K4)

17. (a) Describe marketing mix as applicable to services.
(CO2, K3)

Or

- (b) Discuss the relevance of 4P's marketing. (CO2, K2)

18. (a) Summarize the user adoption in marketing.
(CO3, K4)

Or

- (b) Write about the characteristics of marketing research. (CO3, K2)

19. (a) Explain about the performance and impact analysis.
(CO4, K3)

Or

- (b) Write about the models of marketing strategy and planning. (CO4, K4)

20. (a) How is social media influencing marketing.
(CO5, K5)

Or

- (b) Define social media as a marketing tool. (CO5, K5)

R2719

Sub. Code

932401

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2025

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 objective questions by choosing the correct option.

1. Knowledge management is (CO1, K2)
 - (a) a discipline
 - (b) based on information
 - (c) digital networks as used in an organization
 - (d) the process of capturing and using expertise
2. The KM life cycle includes knowledge (CO3, K1)
 - (a) creation (b) capture
 - (c) organization (d) all of the above
3. Knowledge can be preserved in all of the following forms EXCEPT (CO4, K2)
 - (a) Patents (b) Books
 - (c) Documentaries (d) Languages

4. The kinds of communication that takes place in team discussion is known as (CO2, K2)
- (a) tacit to explicit (b) communication
(c) explicit to explicit (d) tacit to tacit
5. Following are the components of KM except (CO3, K2)
- (a) People (b) Currency
(c) Process (d) Technology
6. The least technique of the KM system layers is (CO4, K2)
- (a) physical (b) transport
(c) user interface (d) middleware
7. The process of finding, gathering, assessing, organizing, and sharing information is known as (CO4, K2)
- (a) Information management
(b) Knowledge management
(c) Information technology
(d) Knowledge technology
8. Knowledge is always a part of a _____ system. (CO4, K2)
- (a) Static (b) Close
(c) Dynamic (d) Open
9. The “preface of any book” is an example of the following (CO4, K2)
- (a) Tacit knowledge
(b) Specific knowledge
(c) Declarative knowledge
(d) Episodic knowledge

10. The terms “knowledge work” and “knowledge worker” first time coined by Professor Peter Drucker in _____
(CO5, K2)
- (a) 1959 (b) 1960
(c) 1965 (d) 1970

Part B (5 × 5 = 25)

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

11. (a) What is Knowledge Management? (CO1, K2)

Or

- (b) Explain about Taxonomy of Knowledge. (CO2, K2)

12. (a) Write about Knowledge Creators. (CO3, K1)

Or

- (b) Explain ‘Nonakas’ model of Knowledge Creation.
(CO3, K1)

13. (a) Write about Knowledge Mapping. (CO4, K2)

Or

- (b) Describe Text Mining. (CO5, K2)

14. (a) Explain the different tools of Knowledge Management.
(CO5, K2)

Or

- (b) Write about data Visualization. (CO5, K2)

15. (a) Discuss the salient features of Knowledge Architecture.
(CO3, K1)

Or

- (b) Write about Knowledge Systems. (CO3, K1)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1,000 words each.

16. (a) KM is a newly emerging and inter disciplinary model. Explain. (CO2, K2)

Or

- (b) Explain the role of Library Professionals in KM. (CO5, K2)

17. (a) Discuss the different modes of Knowledge Codification. (CO3, K1)

Or

- (b) Critically evaluate the various technologies for KM. (CO5, K2)

18. (a) Explain the Knowledge Mapping. (CO4, K2)

Or

- (b) Discuss the methods adopted for capturing Tacit Knowledge. (CO4, K2)

19. (a) Write the need for Data Visualization. (CO5, K2)

Or

- (b) What are the KM practices followed in Libraries. (CO5, K2)

20. (a) Explain the steps involved in Knowledge Codification. (CO4, K1)

Or

- (b) Discuss the characteristics of Knowledge Management. (CO3, K1)

R2720

Sub. Code

932402

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2025

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 type questions by choosing the correct option.

1. Which digital library software is developed by New Zealand Digital Library? (CO1, K2)
(a) FEDORA (b) GSDL
(c) Dspace (d) New GenLib
2. PDF format is (CO1, K2)
(a) Programming Language
(b) Software Programme
(c) File format
(d) Software Programme
3. E-Z Proxy is developed by _____. (CO5, K1)
(a) OCLC (b) Library of Congress
(c) MIT (d) UTLAS
4. An institutional repository is an archive for collecting, preserving, and disseminating digital copies of the intellectual output of an (CO3, K2)
(a) Institution (b) Researcher
(c) Library (d) Scientists

5. NDLI denotes (CO3, K2)
- (a) National Digital Library of India
 - (b) National Depository of Library Resources in India
 - (c) National Digital Library Resources in India
 - (d) National Development Library of India
6. Google is a (CO4, K2)
- (a) E-mail
 - (b) Network
 - (c) Search engine
 - (d) Internet
7. The World Wide Web was invented by (CO4, K2)
- (a) Ted Nelson
 - (b) Tim Berners-Lee
 - (c) Linus Torvalds
 - (d) Robert E. Kahn
8. What does HTML stand for? (CO4, K2)
- (a) Hyper Text Markup Language
 - (b) High Text Markup Language
 - (c) Hyper Tabular Markup Language
 - (d) High Tabular Markup Language
9. Blog is a/an: (CO4, K2)
- (a) Off-line Journal
 - (b) Internet Journal
 - (c) Web Directory
 - (d) Search Engine
10. OAI/PMH stands for (CO5, K1)
- (a) Open Access Initiative- Principles of Metadata
 - (b) Open Archive Initiative- Protocol for Metadata Harvesting
 - (c) Open Journal System- Principles of metadata
 - (d) Open Archive Initiative- Principles of metadata

Part B

(5 × 5 = 25)

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

11. (a) Describe the components of the digital library.
(CO1, K2)

Or

- (b) Write a short note on UNICODE. (CO1, K2)

12. (a) Write a short note on NDLI. (CO2, K1)

Or

- (b) Discuss the features of E-Print. (CO2, K1)

13. (a) Distinguish Digital library vs institutional respositories. (CO3, K2)

Or

- (b) Discuss the need for a digital library. (CO3, K2)

14. (a) What is a markup language? Explain its function.
(CO4, K2)

Or

- (b) What are blogs? Explain its features. (CO4, K2)

15. (a) Define remote login with a suitable example.
(CO5, K1)

Or

- (b) Explain different types of internet connectivity.
(CO5, K1)

Part C

(5 × 8 = 40)

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

16. (a) Discuss various file formats used in digital library.
(CO1, K2)

Or

- (b) Trace the major digital library initiative in India.
(CO1, K2)

17. (a) What is metadata? Discuss various metadata schemes.
(CO2, K1)

Or

- (b) What are the criteria used to select DLMS?
(CO2, K1)

18. (a) Discuss the content management issues in the digital library.
(CO3, K2)

Or

- (b) Discuss the different strategies used for digital preservation in libraries.
(CO3, K2)

19. (a) Explain the different categories of search engines.
(CO4, K2)

Or

- (b) What is www? Discuss the importance of library services.
(CO4, K2)

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

Or

- (b) What are issues to be considered while library web page design?
(CO5, K1)