

R4496

Sub. Code

25MLS2C1

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Library and Information Science

**MANAGEMENT OF LIBRARIES AND INFORMATION
CENTRES**

(CBCS – 2025 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. Luther Gullik classifies the function of management as _____.
(CO1, K1)
 - (a) POSDCORB
 - (b) POSDCOBR
 - (c) POSTCARD
 - (d) POSDORBC
2. The first and foremost function of management is _____.
(CO1, K1)
 - (a) Planning
 - (b) Controlling
 - (c) Organizing
 - (d) Coordination

3. Smart card used for access control often contain _____ (CO2, K2)
- (a) Only a printed photo and signature
 - (b) A magnetic stripe identical to credit cards
 - (c) A GPS tracker for location monitoring
 - (d) An embedded microchip and/or antenna
4. Outdated and seldom used books are withdrawn from the library is known as _____. (CO2, K2)
- (a) Shelving
 - (b) Circulating
 - (c) Weeding
 - (d) Guiding
5. Posting the right person at the right place is called _____. (CO3, K2)
- (a) Recruitment
 - (b) Coaching
 - (c) Deployment
 - (d) Induction
6. An explanation of the tasks and duties involved in a specific job is called _____ (CO3, K2)
- (a) Job Analysis
 - (b) Job specifications
 - (c) Job description
 - (d) Job evaluation

7. A major principle of TQM is (CO4, K1)
- (a) Management control only
 - (b) Top-down decision making
 - (c) Continuous improvement
 - (d) Profit maximization only
8. SWOT stands for (CO4, K1)
- (a) systems, weaknesses, origins, and threats
 - (b) strengths, weaknesses, opportunities, and threats
 - (c) strengths, weaknesses, origins, and threats
 - (d) strengths, weaknesses, opportunities, and treaties
9. A library managers budgeting priorities should focus on (CO5, K2)
- (a) User needs and institutional mission
 - (b) Decorative furnishings
 - (c) Staff amenities
 - (d) Rare book acquisitions
10. The role of librarians in the digital era increasingly includes (CO5, K2)
- (a) Replacing faculty in teaching
 - (b) Eliminating reference services
 - (c) Teaching information literacy and research skills
 - (d) Focusing solely on technical processing

Part B

(5 × 5 = 25)

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

11. (a) Examine the levels of management. (CO1, K4)

Or

- (b) Explain the functions of management. (CO1, K4)

12. (a) Describe the functions of Acquisition section.
(CO2, K3)

Or

- (b) Demonstrate how to use user service management membership services. (CO2, K3)

13. (a) Define Human Resource Management (HRM) in the context of a library. (CO3, K4)

Or

- (b) Asses the qualities of effective library leader.
(CO3, K5)

14. (a) Examine different budgeting techniques used in libraries. (CO4, K4)

Or

- (b) Evaluate the relevance of TQM (Total Quality Management) in libraries. (CO4, K5)

15. (a) Assess the rules and regulation in digital era.
(CO5, K5)

Or

- (b) Describe the organizational structure of university library. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Analyze how library professionals' roles are changing in digital libraries. (CO1, K4)

Or

- (b) Examine different methods of procuring books and journals in the library. (CO1, K4)

17. (a) Evaluate the impact of Barcode, RFID and Smart Cards on library efficiency and security. (CO2, K5)

Or

- (b) Assess the impact of ILMS in overall library management and service delivery. (CO2, K5)

18. (a) Analyze HR planning, policies and staffing issues in library organizations. (CO3, K4)

Or

- (b) Write note on job analysis and job description. (CO3, K4)

19. (a) Compare PERT and CPM techniques in (time vs. cost) library application scenarios. (CO4, K5)

Or

- (b) Assess the role of TQM in improving library services. (CO4, K5)

20. (a) Examine the process of preparing and implementing library manuals and rules. (CO5, K4)

Or

- (b) Describe the organizational structure of a academic library with a diagram. (CO5, K5)
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R4497

Sub. Code

25MLS2C2

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Library and Information Science

INFORMATION SYSTEMS AND SERVICES

(CBCS – 2025 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. The online version of Index Medicus is known as _____ (CO1, K1)
(a) Medicine Net (b) MEDLINE
(c) Med Online (d) MEDLARS
2. The input Centre for INIS in India is _____ (CO1, K1)
(a) DSIR (b) CSIR
(c) BARC (d) IGCAR
3. Shodhganga is a product of _____ (CO2, K2)
(a) DELNET (b) INFLIBNET
(c) NISCAIR (d) DESIDOC
4. The National Knowledge Resource Consortium (NKRC) was established in _____ (CO2, K2)
(a) 2008 (b) 2006
(c) 2005 (d) 2009

5. Which of the following are responsive services? (CO3, K2)
- (i) Reference service
 - (ii) Current awareness service
 - (iii) Translation service
 - (iv) User education program
- (a) (iii) and (iv) are correct
- (b) (i) and (iii) are correct
- (c) (ii) and (iii) are correct
- (d) (i) and (ii) are correct
6. Ask a Librarian is a _____ (CO3, K2)
- (a) Document Delivery Service
 - (b) Current Awareness Service
 - (c) Digital Reference Service
 - (d) Online Public Access Catalogue service
7. What is Selective Dissemination of Information? (CO4, K2)
- (a) Translation Service
 - (b) Reference Service
 - (c) Current Awareness Service
 - (d) Referral Service

8. Readers' Guide to Periodical Literature' is a/an: (CO4, K2)
- (a) Guide
 - (b) Yearbook
 - (c) Dictionary
 - (d) Indexing Periodical
9. Most used model of information seeking by the information specialists, while preparing their models is (CO5, K2)
- (a) Ellis Model
 - (b) Nested Model
 - (c) Dervin Model
 - (d) Kulthau Model
10. In the context of user studies, a librarian's study on "How well the human computer networks interaction works"? Can be categorized as_? (CO5, K1)
- (a) Philosophical-analytic approach
 - (b) Physical approach
 - (c) User-centered approach
 - (d) Cognitive approach

Part B

(5 × 5 = 25)

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

11. (a) Distinguish between data, information and knowledge. (CO1, K4)

Or

- (b) Write a short note on INIS. (CO1, K4)

12. (a) Assess the need for resource sharing in academic libraries. (CO2, K4)

Or

- (b) Give an overview of HELINET's role. (CO2, K4)

13. (a) Distinguish between a reference service and a referral service. (CO3, K4)

Or

- (b) Explain subject guides and their usefulness in research. (CO3, K4)

14. (a) Describe how university libraries can implement CAS. (CO4, K3)

Or

- (b) Describe how the Bibliographic Search Service helps researchers. (CO4, K3)

15. (a) What is meant by information-seeking behaviour? (CO5, K4)

Or

- (b) Discuss how different types of users approach information. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Analyze a particular international information system and explain its objectives and functions.
(CO1, K5)

Or

- (b) Discuss the roles and functions of NISCAIR and NASSDOC in India.
(CO1, K5)

17. (a) Examine the role INFLIBNET plays in Indian higher education.
(CO2, K6)

Or

- (b) Describe the concept of an E-Journals Consortium. Give an example of its features and benefits.
(CO2, K5)

18. (a) Evaluate the role and function of a reference librarian.
(CO3, K5)

Or

- (b) Analyze the impact of ICT on Digital Reference Services.
(CO3, K6)

19. (a) Compare and contrast CAS and SDI services.
(CO4, K4)

Or

- (b) Assess the importance of FAQs as a reference tool.
(CO4, K6)

20. (a) Explain the planning and implementation of a User Education programme in a university library. What are its objectives? (CO5, K5)

Or

- (b) Examine different categories of library users and their information needs in academic library. (CO5, K5)
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R4498

Sub. Code

25MLS2E1

M.Lib.I.Sc. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Library and Information Science

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

(CBCS – 2025 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. High initial cost and low marginal cost is a feature of
(CO1, K2)
 - (a) Physical goods
 - (b) Consumer goods
 - (c) Agricultural products
 - (d) Information products

2. A major barrier to marketing library services is (CO1, K2)
 - (a) Intangible nature of services
 - (b) Staff motivation
 - (c) User awareness
 - (d) Technology adoption

3. Kotler's Four C's focus mainly on (CO2, K2)
- (a) Producer needs
 - (b) Customer perspective
 - (c) Organizational structure
 - (d) Manufacturing process
4. Designing user-oriented library services reflects (CO2, K2)
- (a) Marketing concept
 - (b) Selling concept
 - (c) Production concept
 - (d) Societal concept
5. Developing customized services for different user segments represents (CO3, K1)
- (a) Mass marketing
 - (b) Random marketing
 - (c) Traditional marketing
 - (d) Target marketing strategy
6. Evaluating user adoption of a new service should primarily consider (CO3, K1)
- (a) Staff strength
 - (b) Library size
 - (c) Perceived usefulness and ease of use
 - (d) Cost of the service

7. Pricing based on customer perception of value is known as (CO4, K2)
- (a) Penetration pricing
 - (b) Value-based pricing
 - (c) Competition-based pricing
 - (d) Cost-based pricing
8. Which model emphasizes market penetration, development and diversification? (CO4, K2)
- (a) Ansoff's Growth Matrix
 - (b) BCG Matrix
 - (c) PLC Model
 - (d) SWOT Analysis
9. Change in organizational system is required mainly due to (CO5, K2)
- (a) Budget surplus
 - (b) Increased workload
 - (c) Staff resistance
 - (d) Technological advancements
10. Introducing new marketing technologies without staff readiness may result in (CO5, K2)
- (a) Successful adoption
 - (b) Increased motivation
 - (c) System failure or resistance
 - (d) Improved efficiency

Part B

(5 × 5 = 25)

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

11. (a) Sketch the role of marketing management in the successful delivery of information products and services. (CO1, K3)

Or

- (b) Demonstrate the unique characteristics of information economic in comparison with traditional goods. (CO1, K3)

12. (a) Analyze how the elements of the marketing mix work together to create customer value. (CO2, K4)

Or

- (b) Analyze the marketing concept and explain how it differs from production and selling concepts. (CO2, K4)

13. (a) Evaluate the role of behavioural segmentation in understanding user needs. (CO3, K5)

Or

- (b) Defend the importance of marketing research in strategic decision-making. (CO3, K5)

14. (a) Design the role of situation audit and environmental analysis in marketing strategy formulation. (CO4, K6)

Or

- (b) Construct the relevance of the McKinsey 7S framework in aligning organizational structure with marketing strategy. (CO4, K6)

15. (a) Analyze the major trends in library marketing in the context of digital transformation. (CO5, K4)

Or

- (b) Analyze the role of social media platforms in enhancing visibility and usage of library information services. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Analyse the impact of treating information as an economic commodity on access and equity. (CO1, K4)

Or

- (b) Organise the effectiveness of various marketing approaches used for information products and services. (CO1, K4)

17. (a) Evaluate the relevance of the marketing concept in today's digital and service-oriented environment. (CO2, K5)

Or

- (b) Evaluate how alignment between the corporate mission and marketing mix contributes to sustainable competitive advantage. (CO2, K5)

18. (a) Create the impact of user behaviour studies on successful service innovation (CO3, K6)

Or

- (b) Assemble the importance of marketing research in strategic decision-making. (CO3, K6)

19. (a) Analyse the usefulness of the Product Life Cycle (PLC) concept in developing pricing and promotional strategies. (CO4, K4)

Or

- (b) Relate the role of performance and impact analysis in measuring the success of marketing strategies. (CO4, K4)

20. (a) Create the effectiveness of social media marketing compared to traditional library marketing methods. (CO5, K6)

Or

- (b) Construct a change management strategy for introducing a new digital information service in a library, addressing both organizational systems and staff readiness. (CO5, K6)
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R4499

Sub. Code

25MLS2S1

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Library and Information Science

TECHNICAL WRITING

(CBCS – 2025 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. An effective communicator should primarily be (CO1, K2)
 - (a) Clear and concise
 - (b) Assertive
 - (c) Emotional
 - (d) Verbose

2. Listening is considered (CO1, K2)
 - (a) A non-verbal skill
 - (b) An optional skill
 - (c) A passive skill
 - (d) An active communication skill

3. A popular article is mainly written for (CO2, K2)
- (a) Reviewers
 - (b) Editors
 - (c) General public
 - (d) Subject experts only
4. A monograph is best described as (CO2, K2)
- (a) A house magazine
 - (b) A single-topic scholarly publication
 - (c) A conference brochure
 - (d) A short news article
5. A Daily Progress Report is prepared to (CO1, K1)
- (a) Monitor day-to-day activities
 - (b) Record annual finances
 - (c) Publish events
 - (d) Evaluate staff behaviour
6. Effective body language during presentation includes (CO2, K2)
- (a) Continuous movement
 - (b) Avoiding eye contact
 - (c) Positive gestures and eye contact
 - (d) Closed posture
7. Technical reports are prepared to (CO1, K1)
- (a) Publish advertisements
 - (b) Entertain readers
 - (c) Describe personal experiences
 - (d) Present systematic technical findings

8. In-house bulletins are mainly meant for (CO2, K1)
- (a) International circulation
 - (b) Commercial sale
 - (c) Internal organizational communication
 - (d) Public libraries
9. A mission statement mainly defines (CO2, K2)
- (a) Daily activities
 - (b) Financial details
 - (c) Organizational rules
 - (d) Long-term purpose and values
10. Licensing mainly grants (CO1, K2)
- (a) Free access to content
 - (b) Permission to use intellectual property
 - (c) Confidentiality rights
 - (d) Ownership transfer

Part B

(5 × 5 = 25)

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

11. (a) Sketch the role of questioning and listening skills in effective communication. (CO1, K3)

Or

- (b) Execute the importance of telephonic communication in professional settings. (CO1, K3)

12. (a) Compare popular articles and technical reports with suitable examples. (CO2, K4)

Or

- (b) Analyze the editorial process involved in publishing scholarly article. (CO2, K4)

13. (a) Defend a detailed plan for conducting a training programme or workshop for library staff. (CO3, K5)

Or

- (b) Evaluate the importance of effective presentation skills during staff and business meetings. (CO3, K5)

14. (a) Design the significance of state-of-the-art reports in research and development. (CO4, K6)

Or

- (b) Create the role of monographs dissertations and in-house bulletins in scholarly communication. (CO4, K6)

15. (a) Differentiate the different forms of intellectual property relevant to media and information organizations. (CO5, K4)

Or

- (b) Analyze the impact of Freedom of Information and Privacy laws on information services. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Relate the impact of readability on the effectiveness scientific and technical communication. (CO1, K4)

Or

- (b) Analyse the various levels of technicality in scientific communication with reference to different target groups. (CO1, K4)

17. (a) Evaluate the APA, MLA and Chicago style manuals and their significance in academic writing. (CO2, K5)

Or

- (b) Evaluate the role of MS Word and Zotero in modern research publication practices. (CO2, K5)

18. (a) Design the role of confidential reports in staff appraisal and organizational development. (CO3, K6)

Or

- (b) Construct the importance of meetings such as library committee meetings and staff meetings in decision-making. (CO3, K6)

19. (a) Organise the role of technical communication in supporting decision-making and innovation. (CO4, K4)

Or

- (b) Analyse the usefulness of annual reports, manuals, handbooks, and directories in organizations. (CO4, K4)

20. (a) Relate ethical issues involved in pre-publication and post-publication processes. (CO5, K4)

Or

- (b) Analyse the quality issues and legal liabilities in business and scholarly communication. (CO5, K4)
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R4966

Sub. Code

932401

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2026

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. A knowledge intensive computer program which captures the expertise knowledge of human in limited domains of knowledge describes _____. (CO1, K2)
 - (a) Virtual Reality
 - (b) Neural Network
 - (c) Decision Support System
 - (d) Expert system
2. A collection of internal and external knowledge in a single location for more efficient management and utilization by the organization, best describes (CO2, K2)
 - (a) Knowledge repository
 - (b) Organizational memory
 - (c) Data warehouse
 - (d) Knowledge management
3. The most successful solutions or problem-solving methods that have been developed by a specific organization or industry best outlines (CO2, K2)
 - (a) Organizational memory
 - (b) Knowledge management
 - (c) Best practices
 - (d) Standard Operating Procedures

4. Knowledge can be organized without (CO3, K2)
(a) Cataloguing (b) Indexing
(c) Codifying (d) Projecting
5. Knowledge is not embedded in _____. (CO3, K1)
(a) Brain (b) Technology
(c) System (d) Environment
6. Three Pillars of K.M does not deal with _____. (CO5, K2)
(a) People (b) Process
(c) Technology (d) Consortia
7. Knowledge management emphasizes (CO3, K3)
(a) Doing the right things
(b) Questioning
(c) Answering
(d) Reengineering
8. Hypertext documents are linked through (CO5, K3)
(a) Hyperlinks (b) DNS
(c) Telnet (d) Pointers
9. The intellectual capital does not mean (CO5, K3)
(a) Customer Capital
(b) Human Capital
(c) Organisational Capital
(d) Financial Capital
10. Prototypes in KM system development result in (CO5, K4)
(a) Wastage of monetary resources
(b) Users having an idea of how the system in its final form will function
(c) Wastage of group effort
(d) Increases cost of project

Part B

(5 × 5 = 25)

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

11. (a) What is the difference between Information and Knowledge? (CO1, K2)

Or

- (b) Explain the challenges in Knowledge Management. (CO5, K3)

12. (a) Write the techniques applied in Knowledge Codification. (CO3, K3)

Or

- (b) Discuss the methods adopted in Knowledge Creation. (CO4, K3)

13. (a) Write the concept of Knowledge Cycle. (CO4, K3)

Or

- (b) Write the purpose of Decision Tables. (CO5, K2)

14. (a) Describe about Knowledge Testing. (CO5, K2)

Or

- (b) Write about Tools and Portals. (CO5, K3)

15. (a) Discuss the importance of Data Mining. (CO5, K3)

Or

- (b) What is Organizational knowledge? (CO5, K3)

Part C

(5 × 8 = 40)

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

16. (a) KM is different from Information management — Explain. (CO2, K2)

Or

- (b) What are the major principles and strategies of knowledge management? (CO5, K5)

17. (a) Explain the knowledge management process. (CO4, K3)

Or

- (b) Evaluate the technologies applied in KM. (CO5, K3)

18. (a) Write the functions of Knowledge Organization process. (CO4, K3)

Or

- (b) Explain the main sources of Organizational knowledge. (CO5, K2)

19. (a) Write the different types and characteristics of knowledge. (CO5, K6)

Or

- (b) Explain knowledge management tools. (CO5, K2)

20. (a) How do you compare the K.M. environment with other organisation? Explain. (CO5, K4)

Or

- (b) Discuss the need and purpose of Virtual Reality. (CO5, K4)

R4967

Sub. Code

932402

M.L.I.Sc. DEGREE EXAMINATION, APRIL – 2026

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. Omnipage is a (CO1, K2)
(a) DBMS Software (b) Remote Access
(c) OCR Software (d) Image processing

2. .PNG refers to (CO1, K2)
(a) Audio file (b) Movie/Animation file
(c) Image file (d) PDF file

3. Greenstone Digital Library (GSDL) was developed at: (CO2, K1)
(a) Massachusetts Institute of Technology (MIT) Libraries and Hewlett-packard Labs.
(b) Katipo Communications Ltd., New Zealand
(c) University of Waikato, New Zealand
(d) Wikimedia Foundation

4. What is Dublin Core? (CO2, K1)
(a) Metadata standard
(b) Internet language
(c) Library association
(d) Name of Library

5. What is e-print? (CO3, K2)
(a) Name of journal (b) Web site
(c) Digital Printer (d) A repository software
6. OAI stands for: (CO3, K2)
(a) Open Archives Initiatives
(b) Open Access Initiatives
(c) Online Access Initiatives
(d) Online Archives Initiatives
7. What is called that language in which web pages are written? (CO4, K2)
(a) Computer language
(b) FORTRAN
(c) HTML
(d) Machine language
8. What is Internet Protocol (IP)? (CO4, K2)
(a) Collecting small pieces of information to different places
(b) Transmitting small pieces of information via various paths
(c) Transmitting small pieces of information via suitable path
(d) Distributing small pieces of information to different places
9. Which agency developed EZproxy software for remote accessing of e-resources (CO5, K1)
(a) ALA (b) OCLC
(c) IFLA (d) UNESCO
10. What do you know about Internet? (CO5, K1)
(a) It is a network of networks
(b) It is a library
(c) It is a management system
(d) It is an information system

Part B

(5 × 5 = 25)

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

11. (a) Discuss the different file formats with suitable file extensions. (CO1, K2)

Or

- (b) Analyze the tools used in the digitisation process. (CO1, K2)

12. (a) Examine the need for a digital library management system (DLMS). (CO2, K1)

Or

- (b) What role does metadata play in digital resources? (CO2, K1)

13. (a) Write a short note on NPTEL. (CO3, K2)

Or

- (b) What is digital repository? List two repository creation software. (CO3, K2)

14. (a) Define : Hypertext and hypermeida. (CO4, K2)

Or

- (b) Explain why internet security is so important. (CO4, K2)

15. (a) What do you understand by remote login? How it helps library patrons. (CO5, K1)

Or

- (b) How is social media used to promote library services? (CO5, K1)

Part C

(5 × 8 = 40)

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

16. (a) Explain the process of digitalisation. What are all the steps involved in digitisation? (CO1, K2)

Or

- (b) Define OCR. Describe the need for and type of OCR software. (CO1, K2)

17. (a) Enumerate the salient features of D-space in digital library creation. (CO2, K1)

Or

- (b) What is Digital Rights Management? Discuss the salient features of DRM. (CO2, K1)

18. (a) Provide a brief overview of digital library initiatives in India. (CO3, K2)

Or

- (b) Describe the strategies and techniques used in the preservation of digital resources. (CO3, K2)

19. (a) What do you mean by a web browser? Discuss its impact on library services. (CO4, K2)

Or

- (b) Define blogs. Distinguish between blog and website. (CO4, K2)

20. (a) What is Web 2.0? Explain how it is used in the library. (CO5, K1)

Or

- (b) Explain how you will design a web page and what features you will add to your web page. (CO5, K1)