



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

REGULAR PROGRAMME

LIS 309: MARKETING OF INFORMATION PRODUCTS AND SERVICES

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Discuss various functions of marketing (10 marks)
- b) State and explain five ways of marketing library resources (10 marks)
- c) Explain the importance of information marketing (5 marks)
- d) Critically highlight the concept of marketing (5 marks)
- Q2. a) State and explain marketing mix in detail (10 marks)
- b) Define promotion and state the various methods of promotion (10 marks)
- Q3. a) Elaborate the historical development of information marketing (10 marks)
- b) Explain five services which are offered in Information Centers (10 marks)
- Q4. a) Discuss five difficulties facing libraries in marketing of their services (10 marks)
- b) Elaborate five qualities of a good seller (10 marks)
- Q5. a) Define 'user education' and explain its aims (10 marks)
- b) Analyze marketing plan (5 marks)

- c) Explain various evaluation criteria of services and products (5 marks)

END