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University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF INFORMATION SCIENCE

CIS 3361: MARKETING OF INFORMATION PRODUCTS AND SERVICES

DATE: APRIL 2024

TIME: 2 HOURS

INSTRUCTIONS: Answer *Question one* and any other *two*

QUESTION ONE (30 MARKS)

- a) Define the following terms (5 Marks)
- i) Marketing
 - ii) Product
 - iii) Marketing management
 - iv) Market segmentation
 - v) User education
- a) Describe the 4Ps of marketing (5 Marks)
- b) State and explain Five types of internet marketing you would employ in an information centre (5 Marks)
- c) Highlight Five basic purposes of promotion of information products and services (5 Marks)
- d) Discuss Five ways a library website can be used to market information products and services (5 Marks)

- e) Describe Five benefits of library user education in promoting library services
(5 Marks)

QUESTION TWO (20 MARKS)

- a) As an Archivist, discuss Six steps that you would follow in developing a marketing plan for your archival services
(6 Marks)
- b) State and explain at least Eight promotional methods a bookshop can adopt in marketing its information resources for sale
(8 Marks)
- c) You trying to identify a potential marketer of your information services and products amongst your workforce, Highlight Six basic skills you would be looking for in the potential candidate
(6 Marks)

QUESTION THREE (20 MARKS)

- a) The cost elements for library services can vary depending on the type and size of the library, as well as the services provided. State and Explain Six cost elements for library services
(6 Marks)
- b) Evaluating a new product or service is a critical step in determining its success in the market. Explain Five criteria that can be used to evaluate a new product or service
(6 Marks)
- c) Discuss Six ways in which redesigning library premises can market library products and services to potential library users
(8 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the Four benefits that an information centre can accrue from market segmentation when trying to make an entry for a new information product
(8 Marks)
- b) As an entrepreneur offering cyber services in nchiiru market, Discuss Five steps that can aid in identifying your competitors
(5 Marks)
- c) As a manager of a Record Centre you have observed that there is some laxity amongst your staff members. Highlight and explain Seven strategies that can be used to change negative work attitude of your subordinates
(7 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss Seven realities that justify marketing of information products and services in today's information generation (7 Marks)
- b) The library you are in charge of is introducing reprographic services as an income generating activity. Highlight Six factors that you will consider in pricing the reprographic services you will offer (6 Marks)
- c) The university management has tasked you with introduction of some income generating strategies by the library to cushion the university from dwindling capitation from the national government. As the university librarian discuss Seven income generating strategy you would employ in your library (7 Marks)