GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS
JANUARY – APRIL 2021 SEMESTER

DIPLOMA IN LIBRARY AND INFORMATION SCIENCE

COURSE CODE: DIRM 015

COURSE TITLE: MARKETING OF RECORDS & ARCHIVAL SERVICES

DATE: 07 MAY 2021   **TIME: 3:00 PM – 6:00 PM**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

SECTION A: COMPULSORY

QUESTION ONE

a) How do you understand the concept of marketing information services **[10 Marks]**

b) Marketing leads to awareness creation of services on sale. Discuss five methods that can be used to market university libraries in Kenya [**10 Marks**]

c) Lack of support hinders marketing efforts in libraries. Explain any other five challenges experienced in marketing information services **[10 Marks]**

d) Data collection involves getting feedback from users of information services. Describe five tools that can be used in collecting data for market research **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

a) Marketing libraries can be an expensive venture. Give five reasons that should inspire university management to finance marketing activities irrespective of the high costs [**10 Marks**]

b) Discuss any five emerging trends in marketing library services **[10 Marks]**

QUESTION THREE

a) Explain how the 4 "P's" of marketing are applicable in information centers **[8 Marks]**

b) Discuss six advantages of internet marketing [**12 Marks**]

QUESTION FOUR

a) Marketing requires enthusiasm to achieve good results. Describe five qualities of an efficient marketing librarian **[10 Marks]**

b) Why is market research important in libraries? Give five reasons **[10 Marks]**

QUESTION FIVE

a) Explain the meaning of SWOT analysis in marketing **[10 Marks]**

b) Tools for marketing are used by libraries to boost their awareness creation on service delivery. Describe any six effective marketing tools that can be used in a library **[10 Marks]**