



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
MAY – AUGUST 2023 SEMESTER**

**DIPLOMA IN RECORDS AND INFORMATION
MANAGEMENT**

COURSE CODE: DILS 013

**COURSE TITLE: BUSINESS INFORMATION NEEDS AND
ANALYSIS**

DATE:

TIME:

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.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

- a) It is important to understand the user behavior before engaging in any exercise of information provision. Explain [10marks]
- b) Discuss five components of a user profile [10 marks]
- c) Explain why information literacy is important for archives and library users [10 marks]
- d) Enumerate factors to consider when evaluation information from the website [10 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Discuss the benefits of using primary sources of information [10 marks]
- b) Explain five ways of advocating for user needs to the relevant authorities [10 marks]
- c)

Question three

- a) Highlight the techniques used to conduct user education [10 Marks]
- b) Discuss the qualities of a good reference personnel [10 marks]

Question Four

- a) Describe five qualities of a good user study report [10 marks]
- b) Describe the procedure to be followed so as to get the most relevant feedback to improve information services to the users [10 marks]

Question five

- a) Discuss any five data collection instruments used in conducting user needs analysis **[10 marks]**
- b) ICT is vital in the study of user needs. Discuss **[10 marks]**

Question six

- a) Discuss The Wilson Model (1981) in relation to user behavior and information needs **[10 marks]**
- b) Highlight the benefits of custom made services for information users **[10 marks]**