



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS MAY - AUGUST 2023 SEMESTER

DIPLOMA IN LIBRARY AND INFORMATION SCIENCE

COURSE CODE: DILS 019

COURSE TITLE: MARKETING OF INFORMATION SERVICES

DATE: 2 AUGUST 2023

TIME: 11:30 AM – 2:30 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.**

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

SECTION A: COMPULSORY

Question One

- 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 five methods that can be used to Market public libraries in Kenya **[10 Marks]**
- c) Explain how the 4“Ps” of Marketing mix are applicable in information centers **[12 Marks]**
- d) Describe four tools that can be used to collect data for Market research **[8 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Marketing requires enthusiasm to achieve good results. Outline the essential skills and competencies required by librarians and information professionals in Marketing information resources **[10 Marks]**
- b) Describe any five effective Marketing tools that can be used in a library **[10 Marks]**

Question three

Explain the meaning of SWOT analysis and demonstrate how it is applicable in a library set up **[20 Marks]**

Question Four

- a) Discuss the benefits associated with Marketing of records and archival centers **[10 Marks]**
- b) Explain why you would consider incorporating digital Marketing in your Marketing strategy **[10 Marks]**

Question five

- a) Highlight the common challenges faced by librarians when Marketing information services **[10 Marks]**
- b) Discuss actions an organisation can take in response to service dissatisfaction **[10 Marks]**