



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS MAY - AUGUST 2018 SEMESTER**

### **CERTIFICATE IN INFORMATION SCIENCE**

**COURSE CODE: CIIS 017**

**COURSE TITLE: MARKETING OF INFORMATION CENTERS**

**DATE: 10 AUGUST 2018**

**TIME: 8.00 AM - 11.00 AM**

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#### **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) Effective advertising is considered to be one of the elements of a good marketing campaign in our modern society. Describe the other **five** elements of a good marketing campaign in marketing information centres **[10 marks]**
- b) SWOT analysis is an examination of an organization's internal strengths and weaknesses, Explain the key steps involved in SWOT analysis. **[10 marks]**
- c) Assuming you has been employed as a Records Manager in your home County. Explain five key characteristics you will consider to determine if your organization is doing well **[10 marks]**
- d) Marketing is more than promotion, advertising and all of the selling techniques used to get someone to buy a product. Explain why is it so important **[10 marks]**

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **Question two**

- a) Discuss the benefits that would come with marketing of records and archival services **[10 marks]**
- b) Assuming your work in a certain organization as a records manager. Explain the different ways that you will use to promote your services. **[10 marks]**

### **Question three**

- a) Discus the demerits that come with marketing of records and archival materials **[10marks]**
- b) Records are considered to be vital for growth of any organization. Giving relevant examples, explain why societies, cultures, organizations, and individuals create and keep records. **[10 marks]**

### **Question Four**

- a) Define the following terms as used in marketing
  - i. Branding **[2 marks]**
  - ii. SWOT analysis **[2 marks]**

- iii. Promotion [2 marks]
  - iv. Advertising [2 marks]
  - v. Electronic marketing [2 marks]
- b) Examine the types of digital/electronic technologies used in marketing of information resources [10 marks]

#### **Question five**

- a) Giving relevant examples outline the essential skills and competencies required by librarians and information professionals in marketing information resources [10 marks]
- b) Explain some of the limitations in marketing information resources/ centers [10 marks]

#### **Question six**

- a) Explain the types of marketing strategies used by academic libraries, records centers and archives in marketing their information materials and services [15 marks]
- b) Shortage of funds is considered to be one of challenges experienced by information professionals when marketing information centres. List the other five challenges [5 marks]