

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
INFORMATION SCIENCE**

BLIS 402: MARKETING LIBRARY AND INFORMATION SERVICES

STREAMS: BSC (IS)

TIME: 2 HOURS

DAY/DATE: THURSDAY 23/09/2021

2.30 P.M – 4.30 P.M.

INSTRUCTIONS:

- **Answer question ONE and ANY OTHER TWO questions.**

QUESTION 1

- (a) Discuss the application of ICT in marketing libraries and information services. (10 marks)
- (b) Explain key features that you would include in a library website to market a library product of your choice. (20 marks)

QUESTION 2

- (a) Evaluate how designing and or redesigning library premises markets the library. (10 marks)
- (b) Explain how libraries utilizes search engines optimization to market their libraries. (10 marks)

QUESTION 3

- (a) Discuss how visual identity is important in marketing libraries. (10 marks)
- (b) Explore how Chuka university library has marketed its library as a space. (10 marks)

QUESTION 4

- (a) A good impression is much easier to undo than a bad one, analyse this statement in relation to marketing of libraries. (10 marks)

- (b) Discuss how you would use slide sharing to market the library's electronic resources.
(10 marks)

QUESTION 5

Discuss ways in which non-profit organizations like libraries use to measure success. (20 marks)
