

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF LIBRARY AND INFORMATION SCIENCE**

BLIS 402: MARKETING LIBRARY AND INFORMATION SERVICES

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 31/3/2021

8.30 AM –10.30 AM

INSTRUCTIONS:

- Answer Question One and any other Two Questions
- Do not write on the question paper

QUESTION ONE

- Is marketing necessary for non-profit making organizations like libraries and information centers? [10 Marks]
- Discuss how libraries use the selling concept in marketing its products and services. [10 Marks]
- Discuss the role of ICT in marketing library information products and services. [10 Marks]

QUESTION TWO

- Using relevant examples, discuss the Marketing mix decisions at the introduction stage. [10 Marks]
- Discuss how external factors affect the pricing of library products and services. [10 Marks]

QUESTION THREE

- a) Explain the importance of developing a target market when marketing library products and services. [10 Marks]
- b) Define the concept consumer behavior and its importance in marketing library products and services. [10 Marks]

QUESTION FOUR

- a) Explain the importance of understanding your consumers in marketing library products and services. [10 Marks]
- b) Discuss reasons why new product / service development is important in libraries and information centers. [10 Marks]

QUESTION FIVE

Before developing a marketing plan, an organization should understand the marketing environment. Discuss. [20 Marks]

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