

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR  
OF SCIENCE IN LIBRARY SCIENCE

BLIS 402: MARKETING LIBRARY AND INFORMATION SERVICES

STREAMS: BLIS

TIME: 2 HOURS

DAY/DATE: MONDAY 09/12/2019

11.30 A.M. – 1.30 P.M.

**INSTRUCTIONS:**

- Answer question ONE and any other TWO questions
- Do not write on the question paper

- Describe FIVE challenges of marketing information services [10 marks]
      - Explain with clear examples ways of overcoming the above mentioned challenges [10 marks]
    - Explain FIVE components of a marketing plan [10 marks]
  - Explain FIVE elements of market mix [10 marks]
    - Explain FIVE skills for marketing information services [10 marks]
  - Explain FIVE methods of marketing information services [10 marks]
    - Explain FIVE income generating strategies in an information centre [10 marks]
  - Explain FIVE factors to consider during marketing of information services [10 marks]
    - Explain FIVE benefits of planning during marketing of information products [10 marks]
    - Describe FIVE advantages of electronic marketing [10 marks]
  - Explain challenges of advertising information services [10 marks]
    - Describe FIVE sources of market research [10 marks]
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