

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**BSIS 205: USER STUDIES AND INFORMATION LITERACY**

**STREAMS: BSIS Y2S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 04/12/2018**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS:**

- **Answer question 1 and any other 2**

**QUESTION 1 (30 MARKS)**

- Define the concept information want (3 marks)
- Briefly discuss the significance of literature survey phase when carrying out a user study. (10 marks)
- Define the term information literacy. (3 marks)
- Explain 7 ways how ICT can be integrated in conducting information literacy programmes in libraries. (14 marks)

**QUESTION 2 (20 MARKS)**

- ICT is central in marketing and promotion of library services. Discuss 4 points in support of the statement. (4 marks)
- Discuss SIX (6) challenges that libraries face while providing services to patrons with impairments. (12 marks)
- A major goal of public librarians is to make their services available to everyone. Briefly explain four (4) ways in which they spread their services. (4 marks)

**QUESTION 3 (20 MARKS)**

- (a) Define the term performance evaluation. (2 marks)
- (b) Discuss challenges you might encounter while conducting performance evaluation in libraries. (6 marks)
- (c) Discuss six (6) reasons that hinder libraries from marketing their information products and services. (6 marks)
- (d) Discuss why conducting user studies would lead to improvement of library services and products. (6 marks)

**QUESTION 4 (20 MARKS)**

- (a) Discuss the challenges users face during information seeking process. (10 marks)
- (b) Highlight reasons why libraries fail to practice library cooperation. (10 marks)

**QUESTION 5 (20 MARKS)**

- (a) Libraries promote democracy. Discuss. (10 marks)
  - (b) Briefly explain how you would use the 4Ps of marketing strategies to market electronic books. (10 marks)
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