

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

**BSIS 371: MARKETING AND PUBLIC RELATIONS IN LIBRARIES &
INFORMATION CENTRES**

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE

- (a) Define the term marketing in relation to information products and service. [3 marks]
- (b) Sketch a promotional tool of your choice that you would use to promote electronic books of a library. [20 marks]
- (c) PR reflects the mutual perceptions and attitudes held by both library staff and library customers. Discuss [7 marks]

QUESTION TWO

- (a) Using relevant examples, discuss the marketing mix decisions at the maturity stage. [10 marks]
- (b) Discuss the importance of public relations in libraries and information centers. [10 marks]

QUESTION THREE

- (a) Discuss challenges faced by libraries in marketing their information products and services using traditional methods. [10 marks]
- (b) Identify a library product or service of your choice and explain how you would apply the targeting strategy in its marketing. [10 marks]

QUESTION FOUR

- (a) Explain why it is important to study the competitor when carrying out a market research. [10 marks]
- (b) Imagine a new product /service that you would introduce in a library and discuss its development life cycle process. [10 marks]

QUESTION FIVE

Sound marketing is critical to the success of libraries and information centers. Discuss.

[20 marks]
