

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

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

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 06/12/2019**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

- Answer question 1 and TWO others questions.

**QUESTION 1 (30 MARKS)**

- (a) Explain the concept of marketing information services and products. (5 marks)
- (b) Explain five advantages of segmenting a library market. (10 marks)
- (c) Describe five informational products found in libraries. (5 marks)
- (d) Describe five principles of marketing applied in information centers. (10 marks)

**QUESTION 2 (20 MARKS)**

- (a) Explain the marketing process of information products. (10 marks)
- (b) Explain five benefits of advocacy in marketing information products. (10 marks)

**QUESTION 3**

- (a) Using examples, discuss the four principles of promotion mix. (10 marks)
- (b) Explain five benefits of using user education in promoting library services. (10 marks)

**QUESTION 4**

- (a) Compare and contrast publicity and marketing. (10 marks)
- (b) Describe five factors that influence pricing informational product. (10 marks)

**QUESTION 5 (20 MARKS)**

Discuss the 4(four) P's of marketing mix in relation to marketing information. (20 marks)

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