

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

BSIS 331: MULTIMEDIA INFORMATION SOURCES AND SERVICES

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 06/12/2018

8.30 A.M – 10.30 A.M

INSTRUCTIONS

- **Answer question one and any other two questions**

1. (a) Differentiate between multimedia and audiovisual information sources. [4 marks]
(b) Discuss challenges that libraries face when developing a multi media collection for their libraries. [10 marks]
(c) With the emergence of multimedia information sources, traditional/print information sources will become obsolete. Discuss [6 marks]
(d) Using the library of congress and DDC classification scheme, identify the main subjects for the following multimedia resources. [10 marks]
 - (i) Human anatomy flash cards
 - (ii) A map of Kenya
 - (iii) A collection of songs on baby Jesus
 - (iv) A movie on prison break
 - (v) A practical lecture on how to catalogue books.
2. (a) Define marketing in relation to library activities. [2 marks]
(b) ICT is central in marketing and promotion of multimedia library resources and services. Discuss four points in support of the statement. [8 marks]
(c) Explain how universities can integrate the use of multimedia in delivering quality education. [10 marks]

3. Discuss reasons why most users for not utilize multimedia information resources as much as they do with print resources and outline the way forward. [20 marks]
4. (a) Discuss six reasons why most libraries do not practice interlibrary lending of audiovisual and multimedia materials. [12 marks]
- (b) Is a degree in information science only sufficient for a multi media librarian? [8 marks]
5. (a) Discuss the disadvantages of citation analysis as a large usage analysis technique. [12 marks]
- (b) Discuss the importance of controlling humidity in storage of multimedia resources. [8 marks]
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