

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS
EXAMINATION FOR THE AWARD OF MASTER OF SCIENCE IN INFORMATION
SCIENCE

MSIS 813: CLIENT-CENTRED INFORMATION SERVICES

STREAMS: MSC.MSIS

DAY/DATE: THURSDAY 07/08/2025

TIME:3 HOURS
2.30P.M -5.30 P.M

Instructions

- **Attempt any THREE Questions**
- **DONOT WRITE ANYTHING ON THIS QUESTION PAPER**
- **Each Question Carries Equal Marks**
- **QUESTION ONE (20 MARKS)**

QUESTION 1

- (a). In the contemporary information landscape, a shift towards 'customer-centricity' is essential for library relevance. Analyze four significant factors that compel 21st-century libraries to adopt and prioritize a client-focused service model. **(10 marks)**
- (b). The SQIP model is a tool for assessing and improving service delivery. Outline the practical steps a library manager would take to implement this model with the specific aim of enhancing customer value. **(4 marks)**
- (c). Critically assess the effectiveness of three distinct information repackaging methods in improving the delivery and usability of services within an academic library. **(6 marks)**

QUESTION 2

- (a). As a library manager committed to implementing a client-centered service philosophy, assess three significant challenges you would likely face and propose a viable strategy to mitigate their impact. **(6 marks)**
- (b). Discuss how a library manager can strategically leverage social media platforms to support each stage of the customer relationship lifecycle, from attracting new users to retaining existing ones. **(8 marks)**

QUESTION 3

- (a). Discuss five reasons, why a budget is an essential factor in conducting a thorough and effective community assessment. **(10 marks)**
- (b). Discuss how strategically improving customer experience can create greater value for library users while simultaneously demonstrating the library's contribution to the university's core mission. **(10 marks)**

QUESTION 4

- (a). Propose an outline of a comprehensive strategy centered on the principle of 'service excellence' to re-engage the community, combat user apathy, and reverse the trend of non-use. **(10 marks)**
- (b). Outline the process of gathering and applying competitive intelligence, and discuss how the insights gained can be used to develop innovative, value-added services that meet the evolving needs of the academic community. **(10 marks)**
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