

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
EDUCATION ARTS**

BLIS 402: MARKETING LIBRARY AND INFORMATION SERVICES

STREAMS: BED (ARTS)

TIME: 2 HOURS

DAY/DATE: THURSDAY 19/12/2024

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS: Answer question ONE and ANY OTHER TWO questions QUESTION 1

- a) Describe how a special library can use visual identity to improve its information brand (10 marks)
- b) Draft a library marketing plan of XYZ university library (20 marks)

QUESTION 2

- a) Discuss five ways in which libraries can market their physical space to attract existing and potential customers (10 marks)
- b) With the increasing technologies, libraries are now in the “users’ pockets”. Discuss (10 marks)

QUESTION 3

- a) Discuss five ways in which libraries can market their physical space to attract existing and potential customers (10 marks)
- b) Analyze five essential features of a well-designed library website and show how these features, contribute to user engagement and accessibility. (10 marks)

QUESTION 4

- a) A good impression is much easier to undo than a bad one, analyze this statement in relation to marketing of records and archival institutions (10 marks)
- b) Discuss five search engine techniques (SEO) that libraries can implement to enhance their search engine rankings. (10 marks)

QUESTION 5

- a) Use an example to describe how libraries integrate QR codes into marketing library and information services (10 marks)
 - b) Compare and contrast metrics and Response-Based Advertising as methods used to measure the effectiveness of marketing efforts (10 marks)
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