

MLIBISc. 2nd Semester Examination, 2025

**MASTER OF LIBRARY AND
INFORMATION SCIENCE**

(Information and Society)

PAPER — MLI-201

Full Marks : 50

Time : 2 hours

Answer all questions

The figures in the right hand margin indicate marks

*Candidates are required to give their answers in
their own words as far as practicable*

GROUP—A

Answer any four of the following questions : 5 × 4

- 1. Compare the characteristics of Industrial Society with those of the Information Society.**

(Turn Over)

2. Discuss the characteristics of information as an economic resource.
3. State the purpose of cost-benefit analysis in a library.
4. Discuss the first five stages of the knowledge management process.
5. State the necessity for a National Information Policy.
6. Differentiate geographic segmentation from demographic segmentation in marketing.

GROUP—B

Answer any two of the following questions :

10 × 2

7. Describe the significance in library and information services under the National Information Policy.

8. Narrate the marketing elements essential for marketing the library services and products.
9. Write the principles of effective information management.
10. Elaborate the different pricing strategies of the information products and services.

[Internal Assessment – 10 Marks]

