

MLIBISc 2nd Semester Examination, 2023

MLIBISC

(Information and Society)

PAPER – MLI-201

Full Marks : 40

Time : 2 hours

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 questions : 5 × 4

- 1. Differentiate between "global information society" and "sustainable information society".**
- 2. Briefly discuss the first five stages of Knowledge management process.**

3. Elucidate the seven 'P's of marketing mix.
4. State the objectives of pricing the library and information products and services.
5. Mention the problems of effective information management.
6. Compare cost benefit and cost effectiveness analysis.

GROUP – B

Answer any **two** questions : 10 × 2

7. Discuss the factors contributing to the emergence of Knowledge Management. Describe with illustrations any one model of Knowledge Management. 4 + 6
8. Discuss the characteristics of information as an economic resource. State the economic role of information. 6 + 4

9. State the necessity for a National Information Policy. Describe the areas which should find attention in library and information services under the National Information Policy. 3 + 7
10. Describe the elements of marketing which are essential for marketing the library and information services and products. 10
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