

( 2 )

3. State the marketing principles applied in modern libraries.
4. Elucidate the factors affecting the library product or service price.
5. Differentiate between Information Economics and Economics of Information.
6. Define knowledge management. Mention the commonly used knowledge management tools. 2+3

**GROUP—B**

Answer *any two* questions from the following :  
10×2=20

7. Describe the stages of Knowledge Management process.
8. Elucidate the different methods of library market segmentation.
9. Enumerate the guidelines for formulating a National Information Policy.
10. Describe the factors contributing to an unequal distribution of knowledge across and within countries with suitable examples.

★ ★ ★

Total Pages—02

PG/2nd Sem/MLI-201/24

2 0 2 4

**M.A. 2nd Semester Examination**

**Master of Library and Information  
Science**

**PAPER : MLI-201**

**( Information and Society )**

*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.*

*Illustrate the answers wherever necessary.*

*Answer from **all** the Groups as directed.*

**GROUP—A**

Answer *any four* questions from the following :  
5×4=20

1. State the attributes of the information society.
2. Discuss the objectives and need of a National Information Policy.

( 2 )

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