

THE ISLAMIA UNIVERSITY OF BAHAWALPUR

Department of Library and Information Science

MLISc—Semester III

Model Question Paper: Marketing of Library and Information Services (LISC-20302)

Name: -----

Roll no. -----

Note: The objective paper comprising 10 mcqs for mid-term exam (carrying 10 marks) and 20 meqs for final- term exam (carrying 20 marks) or as decided by the university will be offered.

Q. no. 1: Please tick the correct option. (sample MCQs)

- I. To target customers, set prices and persuade customers to buy products or services are the activities included in the marketing function, called
 - a. Financing b. Buying c. Selling d. Gathering marketing information
- II. The firms that help a company to promote, sell and distribute its products or services to consumers are called
 - a. Suppliers b. Marketing intermediaries c. Competitors d. None of these
- III. Goods are stocked and moved from manufacturers to markets by
 - a. Wholesalers b. Suppliers c. Resellers d. Physical distribution firms
- IV. To divide a large market on the basis of population composition is called
 - a. Geographic segmentation b. Demographic segmentation c. Lifestyle segmentation d. Behavioural segmentation

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Q.no.2: Please write short answers to the following questions: (sample short questions)

- i. Describe briefly 'Place', an element of marketing mix.
- ii. Differentiate concisely between a product and a service.

Q.no.3: Define marketing and describe in detail importance of marketing with special reference to library and information services, and products. (sample long question)