

**2016**

**MLISc**

**2nd Semester Examination**

**INFORMATION AND SOCIETY**

**PAPER—MLI-201**

*Full Marks : 40*

*Time : 2 Hours*

*The figures in the right-hand margin indicate full marks  
Candidates are required to give their answers in their  
own words as far as practicable.*

*Illustrate the answers wherever necessary.*

**Answer all questions.**

1. Write short notes on any *two* of the following : 2×5
  - (a) Information divide.
  - (b) Principles of Information manegement (any *five*).
  - (c) Features of the Information economy.
  - (d) Pricing models (any two).

*(Turn Over)*

2. (a) (i) Discuss the impact of information age on the information society. 8
- (ii) Describe the National Information Policy initiative in India. 7

*Or*

- (b) Explain how information and communication technologies can play a role in health information services and educational information services. 15
3. (a) (i) What do you mean by marketing of information products and services? Describe the various marketing activities in libraries. 2+8
- (ii) Explain the concept of 'cost effective analysis' in the context of libraries. 5

*Or*

- (b) (i) Discuss the objectives of pricing library and information products and services. 8
- (ii) Differentiate between information economics and economics of information. 7