

**2017**

**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) Global Information System.
  - (b) Role of librarian in knowledge management.
  - (c) Freedom of Information Act, 2002.
  - (d) Marketing audit.

2. (a) (i) Discuss the impact of information technology on the information society. 9
- (ii) Discuss the reasons why information use and users are important issues in formulating a National Information Policy. 6

Or

- (b) Describe the tools and techniques through which one's inherent knowledge can be shared. 15

3. (a) (i) State the factors which influence the pricing of information products in libraries. Discuss the pricing strategies that can be adopted in an information centre. 3+6

- (ii) Describe the characteristics of information as a resource. 6

Or

- (b) Explain marketing mix. Discuss the implication of marketing techniques in libraries. 7+8
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