



বিদ্যাসাগর বিশ্ববিদ্যালয়

VIDYASAGAR UNIVERSITY

MLISC. Examinations 2020

Semester II

Subject: Master of Library and Information Science

Paper: MLI-201

(Theory)

Full Marks: 40

Time: 2HRS.

Candidates are required to give their answers in their own words as far as practicable.

Answer any one question from following questions:

1. Compare the characteristics of Industrial Society and Information Society. Differentiate between sustainable information society and space-oriented information society.
2. Do we really need a National Information Policy? Justify your answer by giving suitable arguments. Describe the major issues and concerns regarding the framing of National Information Policy for India.
3. Discuss in brief the factors contributing to the emergence of the concept of 'Knowledge Management'. Explain the Knowledge Management Cycle model with suitable illustrations.
4. Explain the economic role of information. Discuss how the techniques and results of a cost accounting exercise assist the LIS manager in a variety of activities.
5. Discuss the marketing principles of modern library services. Describe the marketing strategy of academic libraries.
6. What are the consequences of the emergence of knowledge society? If knowledge workers are the leading social class economically, do they also dominate in a political and cultural sense? Give reasons. Who possess control and power in a knowledge society?



7. Illustrate with examples the different types of pricing models for library services. Explain how can libraries being a non-profit making organization justify their pricing strategy.
8. Discuss the different methods of market segmentation. Explain the marketing strategy where a library attempts to provide in-depth services in specialized areas.
9. Describe the policies of bridging the global digital divide and their evolution. Explain how necessary it is to bridge the digital divide during the present pandemic and the role of Government of India in this very big issue.
10. Explain why you can call information as a commodity. Discuss the economic properties of information.
11. Differentiate between cost benefit analysis and cost effective analysis. State the difficulties and limitations of cost benefit analysis.
12. Discuss the problems of information management. Describe the principles of effective information management.