

MLISC 2nd Semester Examination, 2014

INFORMATION AND SOCIETY

PAPER – MLI-201

Full Marks : 40

Time : 2 hours

Answer all questions

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

1. Write short notes on any *two* of the following : 5 × 2
 - (i) Information explosion-meaning and impact on the society
 - (ii) Knowledge society

(Turn Over)

(2)

(iii) Cost accounting and its impact on knowledge manager

(iv) Different types of pricing models in a non-profit organization.

2. (a) (i) Discuss the impact of information technology on information society. 10

(ii) Write a brief note on the need for National Information Policy in India. 5

Or

(b) (i) Define knowledge management. Explain the activities of a knowledge manager. 2 + 6

(ii) Describe the parameters for judging an information society. 7

3. (a) (i) Explain the objectives of pricing the library and information products and services. 8

(ii) Differentiate between cost benefit analysis and cost effective analysis. 7

(3)

Or

- (b) (i) What do you mean by marketing of information products and services? Describe the various marketing activities which affect the information industry. 2 + 8
- (ii) Discuss the pricing strategies of an information centre. 5
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