5th Sem.
Branch : Library & Information Science
Subject : Library Marketing

Time : 3 Hrs.   M.M. : 60

SECTION-A

Note: Multiple Choice Questions. All Questions are compulsory.   (6x1=6)

Q.1   Who is the inventor of marketing

    a)   Ranganathan   b) Kotler

    c)   McGraw   d) All of these

Q.2   Choose the social media Platform

    a)   Snapchat   b) Twitter

    c)   Both A & B   d) All of these

Q.3   Choose library products that you can be marketing

    a)   CAS   b) SDI

    c)   Both A & B   d) All of these

Q.4   Philip Kotler's P is/are

    a)   Power   b) Product

    c)   Both A & B   d) None of these

Q.5   Philip Kotler's one P is

    a)   Policy   b) Place

    c)   Both a and b   d) None of these

Q.6   Philip Kotler's one P is

    a)   Pamphlets   b)   Price

    c)   Both A & B   d)   None of these

Section-B

Note: **Objective/Completion type questions. All questions are compulsory.**   **(6x1=6)**

Q.7   Who was introduced to the marketing mix?

Q.8   What is the marketing mix?

Q.9   What is e-marketing for the Information Centre's products?

Q.10   Define the products of information centers.

Q.11   What is X (Twitter).

Q.12   What are the library user's preferences?

Section-C

Note: **Short answer type Question. Attempt any eight questions out of Ten Questions.**   **(8x4=32)**

Q.13   What is e-marketing?

Q.14   Define the objectives of the information center's marketing.

Q.15   What are the library user's demands?

Q.16   What are the key indicators for IC's Marketing?

Q.17   What are the steps in developing a marketing plan?

Q.18   Write about the one social media platform for your library e-marketing.

Q.19   How can you do e-marketing of library services?

Q.20   Create a brochure for your library's services and products.

Q.21   What should be the purpose of marketing strategies?

Q.22   What is library marketing data?

Section-D

Note: **Long answer questions. Attempt any two question out of three Questions.**   **(2x8=16)**

Q.23   Define the objectives and demand of the Information center's marketing.

Q.24   Define the information Products as a marketable commodity.

Q25   What is a social media platform? How you can use social media for IC's marketing.