PARUL UNIVERSITY FACULTY OF LIBRARY AND INFORMATION SCIENCE M.Lib.I.Sc. Winter 2018 – 19 Examination

Enrollment No:_____

1.Collection of materials, services & access to materials, staff resources & overall management considerations are		M.Lib.I.Sc. Winter 2018 – 1	9 Examination		
Instructions: 1. Attempt all questions. 2. Figures to the right indicate full marks. 3. Make suitable assumptions wherever necessary. Q.1 Give the appropriate answer from the following. (One mark each) (10) 1.Collection of materials, services & access to materials, staff resources & overall management considerations are	Subject Code: 13201102			Time: 10:30 am to 1:00 pm	
1. Arempt all questions. 2. Figures to the right indicate full marks. 3. Make suitable assumptions wherever necessary. (10) 1. Collection of materials, services & access to materials, staff resources & overall management considerations are			Solidation		
 2. Figures to the right indicate full marks. 3. Make suitable assumptions wherever necessary. Q.1 Give the appropriate answer from the following. (One mark each) (10) 1.Collection of materials, services & access to materials, staff resources & overall management considerations are					
3. Make suitable assumptions wherever necessary. (10) 9.1 Give the appropriate answer from the following. (One mark each) (10) 1.Collection of materials, services & access to materials, staff resources & overall management considerations are					
Q.1 Give the appropriate answer from the following. (One mark each) (10) 1.Collection of materials, services & access to materials, staff resources & overall management considerations are					
I.Collection of materials, services & access to materials, staff resources & overall management considerations are	J. WIAK	suitable assumptions wherever necessary.			
I.Collection of materials, services & access to materials, staff resources & overall management considerations are					
considerations are	Q.1	Give the appropriate answer from the following. (C)ne mark each)		(10)
a. Areas of Policy Development b. Process of Policy Development c. Only b d. Both a & b 2. The basic media for Packaging and repacking include			rials, staff resource	es & overall management	
c. Only b d. Both a & b a. Print Media b. Interpersonal Media c. Electronic Media d. All of the above 3. Getting results through people		a. Areas of Policy Development	b. Process	of Policy Development	
a. Print Media b. Interpersonal Media c. Electronic Media d. All of the above 3. Getting results through people . a. Management b. Planning c. Policy Formulation d. Review Report 4.				• •	
a. Print Media b. Interpersonal Media c. Electronic Media d. All of the above 3. Getting results through people . a. Management b. Planning c. Policy Formulation d. Review Report 4.		2. The basic media for Packaging and repacking inclu	de	_:	
3. Getting results through people a. Management b. Planning a. Management b. Review Report 4					
a. Management b. Planning c. Policy Formulation d. Review Report 4		c. Electronic Media	d. All of th	e above	
a. Management b. Planning c. Policy Formulation d. Review Report 4					
 c. Policy Formulation d. Review Report 4					
4 is an important component in an information system. a. Documentary Sources b. Institutional Sources c. Users d. Human Resources 5. There are mainPs in Marketing Mix. b. 4 c. 3 d. 2 6				-	
a. Documentary Sources b. Institutional Sources c. Users d. Human Resources 5. There are main Ps in Marketing Mix. b. 4 a. 1 b. 4 c. 3 d. 2 6					
c. Users d. Human Resources 5. There are main Ps in Marketing Mix. a. 1 a. 1 b. 4 c. 3 d. 2 6					
 5. There are main Ps in Marketing Mix. a. 1 b. 4 c. 3 d. 2 6 it is like picking up the first 25,50,75 etc. users the come along as subject of the study. a. Convenience Sampling b. Random Sampling c. Stratified Sampling d. Representative Sampling 7. A good ICP is the result of the joint and integrated effort of different groups of a. Organisation b. Management c. Users d. Subject & Information Specialists 8. Different sources of information in ICAR includes a. Documentary Sources b. Institutional Sources c. Human Resources d. All of the above 9. The central concept of marketing is a. Product b. Sources c. Consumers d. Services 10. Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) (20) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each)		•			
a. 1 b. 4 c. 3 d. 2 6			d. Human	Resources	
c. 3 d. 2 6			1 4		
6it is like picking up the first 25,50,75 etc. users the come along as subject of the study. a. Convenience Sampling b. Random Sampling c. Stratified Sampling d. Representative Sampling 7. A good ICP is the result of the joint and integrated effort of different groups of a. Organisation b. Management b. Management c. Users d. Subject & Information Specialists 8. Different sources of information in ICAR includes a. Documentary Sources a. Documentary Sources b. Institutional Sources c. Human Resources d. All of the above 9. The central concept of marketing is a. Product c. Consumers b. Sources c. Consumers d. Services 10.Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) (20) 1. Enumerate the steps in the preparation of Informational Consolidation Products. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Discuss the concept and element of marketing M					
study. a. Convenience Sampling b. Random Sampling c. Stratified Sampling d. Representative Sampling 7. A good ICP is the result of the joint and integrated effort of different groups of a. Organisation a. Organisation b. Management c. Users d. Subject & Information Specialists 8. Different sources of information in ICAR includes				1 1' (C (1	
c. Stratified Sampling d. Representative Sampling 7. A good ICP is the result of the joint and integrated effort of different groups of a. Organisation a. Organisation b. Management c. Users d. Subject & Information Specialists 8. Different sources of information in ICAR includes a. Documentary Sources a. Documentary Sources b. Institutional Sources c. Human Resources d. All of the above 9. The central concept of marketing is a. Product b. Sources c. Consumers c. Consumers d. Services 10.Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) (20) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. 3. Write a short note. (Any Three)(Five Marks each) (15)		study.			
7. A good ICP is the result of the joint and integrated effort of different groups of a. Organisation b. Management c. Users d. Subject & Information Specialists 8. Different sources of information in ICAR includes a. Documentary Sources b. Institutional Sources c. Human Resources d. All of the above 9. The central concept of marketing is a. Product b. Sources c. Consumers d. Services 10.Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) (20) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) (15)					
a. Organisation b. Management c. Users d. Subject & Information Specialists 8. Different sources of information in ICAR includes					
c. Users d. Subject & Information Specialists 8. Different sources of information in ICAR includes			_	—	
 8. Different sources of information in ICAR includes a. Documentary Sources b. Institutional Sources c. Human Resources d. All of the above 9. The central concept of marketing is a. Product b. Sources c. Consumers d. Services 10.Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) (20) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) (15) 		-			
 a. Documentary Sources b. Institutional Sources c. Human Resources d. All of the above 9. The central concept of marketing is a. Product b. Sources c. Consumers d. Services 10.Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) (20) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) 					
 c. Human Resources 9. The central concept of marketing is a. Product b. Sources c. Consumers d. Services 10.Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) Enumerate the steps in the preparation of Informational Consolidation Products. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) 					
 9. The central concept of marketing is a. Product b. Sources c. Consumers d. Services 10.Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) (20) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) (15) 		•			
 a. Product b. Sources c. Consumers d. Services 10. Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) Enumerate the steps in the preparation of Informational Consolidation Products. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) (15)		c. Human Resources	d. All of the abo	ve	
 a. Product b. Sources c. Consumers d. Services 10. Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) Enumerate the steps in the preparation of Informational Consolidation Products. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) (15)		9. The central concept of marketing is			
 10.Essential features of Information Consolidation a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) (20) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) (15) 		· ·			
 a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) 		c. Consumers	d. Services		
 a. User Orientation b. Cooperation between Subject Specialists & Information Specialists c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) 					
 c. Only b d. Both a & b Q.2 Long Questions. (Any Two) (Ten Marks each) (20) 1. Enumerate the steps in the preparation of Informational Consolidation Products. 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) (15) 		10. Essential features of Information Consolidation			
Q.2Long Questions. (Any Two) (Ten Marks each)(20)1.Enumerate the steps in the preparation of Informational Consolidation Products.(20)2.Explain the various Resources needed in planning of Information Consolidation Centre.(20)3.Discuss the concept and element of marketing Mix in Information Consolidation Centre.(20)Q.3Write a short note. (Any Three)(Five Marks each)(15)			Subject Specialists &	& Information Specialists	
 Enumerate the steps in the preparation of Informational Consolidation Products. Explain the various Resources needed in planning of Information Consolidation Centre. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Write a short note. (Any Three)(Five Marks each) (15) 	•	•			
 2. Explain the various Resources needed in planning of Information Consolidation Centre. 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) (15) 	Q .2			(20)	
 3. Discuss the concept and element of marketing Mix in Information Consolidation Centre. Q.3 Write a short note. (Any Three)(Five Marks each) (15) 					
Q.3 Write a short note. (Any Three)(Five Marks each) (15)					
1. State-of-the-Art Reports	Q.3	-			(15)
2. Newsletter					
3. Handbook					
4. Information Consolidation : Meaning & Justification		4. Information Consolidation : Meaning & Justification	on		

Q.4(A) Give the full form of Terms. (All are compulsory) (One Mark each)

(05)

- 1. NISCAIR
- 2. CSIR
- 3. INSDOC
- 4. NISCOM
- 5. ICAR

Q.4(B) Write an Appropriate Answer in brief. (All are compulsory) (Two Marks each) (10)

- 1. Explain the types of analyses need to develop a marketing strategy in Library & Information Centres.
- 2. Explain the Purpose of Dissemination in ICU.
- 3. Write Diffusion Stages in Information Consolidation Product.
- 4. Enumerate the steps involve in process of Policy Formulations in ICU.
- 5. Information Products : concept & types.