

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

Semester: 1

Subject Code: 13201102

Subject Name: Information Analysis, Repackaging &amp; Consolidation

Date: 27/11/2018

Time: 10:30 am to 1:00 pm

Total Marks: 60

**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 \_\_\_\_\_.
  - 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 \_\_\_\_\_.
  - 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. \_\_\_\_\_ is an important component in an information system.
  - a. Documentary Sources
  - b. Institutional Sources
  - c. Users
  - d. Human Resources
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)****(15)**

1. State-of-the-Art Reports
2. Newsletter
3. Handbook
4. Information Consolidation : Meaning & Justification

**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.