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M.L.I.Sc. Degree Examination, June 2013
LIBRARY AND INFORMATION SCIENCE
Paper – I : Foundations of Information Science

Time : 3 Hours

Max. Marks : 80

I. Answer **any four** of the following : **(10×4=40)**

- 1 Discuss the conceptual relationship between Data, Information , Knowledge Wisdom and Understanding with the help of a diagram.
- 2) Explain with examples the structure, composition and growth of the subject of information science.
- 3) Trace the evolution of information Society as stated by Daniel Bell.
- 4) Define Library marketing. Explain 4 P's of library marketing.
- 5) Trace the evolution of users studies by highlighting its land marks.
- 6) Briefly explain the method of research often used in Users Studies.

II. Write short notes on **any four** of the following : **(5×4=20)**

- 7) Library Promotional Tools
- 8) Nature of Information
- 9) Knowledge and its types
- 10) Geographic indicators
- 11) Paradigms of Information science
- 12) T.D. Wilson's model of ISB.

III. Write brief answers to the following : **(2×10=20)**

- 13) What is post Industrial Society ?
- 14) What is Public relation ?

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- 15) What is consumer analysis ?
 - 16) List out the Categories of Academic Library users.
 - 17) Differentiate between wants and requirements.
 - 18) What is critical Incidental method ?
 - 19) What is Information seeking behavior ?
 - 20) What is Library Market Research ?
 - 21) What is Information Ethics ?
 - 22) Market Audit.
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