



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF DOCTOR OF PHILOSOPHY IN INFORMATION SCIENCE

ISC 902: INFORMATION BEHAVIOR

2ND SEMESTER 2022/2023

TIME: 3 HOURS

INSTRUCTIONS: Answer THREE Questions.

1. What constitutes “information behavior” and why should practicing information managers understand it? (20 marks)
2. Discuss the importance of the marketing and promotion function in information centers and clearly highlight the appropriate strategies that they can adopt. (20 marks)
3. Discuss Carol Kuhlthau’s information search process model. (20 marks)
4. Discuss the building blocks for information behavior. (20 marks)
5. Discuss how an information center can effectively carry out an information needs analysis. (20 marks)