



KENYATTA UNIVERSITY
EXAMINATION FOR THE DEGREE OF BACHELOR OF LIBRARY SCIENCE AND
RECORDS MANAGEMENT

ISC 210: MARKETING AND PUBLIC RELATIONS

2ND SEMESTER 2021/2022

TIME: 2 HOURS

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

1. (a) Distinguish between marketing and public relations. [4 Marks]
(b) Describe SIX types of public that information centres should relate well with. [12 Marks]
(c) Explain SEVEN objectives of marketing information products and services. [14 Marks]
2. (a) Explain FOUR purposes of conducting marketing research in an information centre. [4 Marks]
(b) Explain EIGHT steps an information scientist should follow when conducting marketing research. [16 Marks]
3. Explain TEN components of information centre's marketing environment. [20 Marks]
4. (a) Discuss THREE drivers of successful relationship between marketers and information service customers. [6 Marks]
(b) Analyse SEVEN factors that influence the behavior of information products and services consumers in Kenya. [14 Marks]
5. (a) Explain FIVE stages of adopting a new information product or service. [10 Marks]
(b) Using a diagram and notes, distinguish between FIVE types of new information technology adopters. [10 Marks]