



KENYATTA UNIVERSITY
DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING (DSVOL)
EXAMINATION FOR DIPLOMA IN RECORDS MANAGEMENT AND
INFORMATION SCIENCE

ISC 045: MARKETING AND PUBLIC RELATIONS

2nd Trimester 2021/2022

TIME: 2 Hrs

INSTRUCTIONS:

Answer Question One and Any Two Questions

1. a) Explain seven steps of the marketing process. (14 marks)
b) Discuss eight functions that public relations officer performs in an information centre. (16 marks)
2. Using diagrams and notes illustrate four periods that the marketing concept or philosophy has gone through since the industrial revolution. (20 marks)
3. a) Explain four variables that markers may use to profile information users/clients. (4 marks)
b) Explain eight benefits of client/user profiling and understanding to an information centre. (16 marks)
4. a) What are the four basic components of marketing mix? (4 marks)
b) Explain eight stages/procedure for developing marketing strategy. (16 marks)
5. a) Explain five reasons for repackaging information products and services. (10 marks)
b) Discuss five strategies that can be used for information repackaging (10 marks)