



KENYATTA UNIVERSITY

**DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING (DSVOL)
EXAMINATION FOR THE DEGREE OF BACHELOR OF LIBRARY SCIENCE
AND RECORDS MANAGEMENT**

ISC 210: MARKETING AND PUBLIC RELATIONS

1ST TRIMESTER 2022/2023

TIME: 2 HOURS

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

1. (a) Using relevant examples, explain how an information marketer can apply 5Ws of marketing in information centres. (10 marks)
- (b) Explain five objectives of public relations in an Information products and services. (10 marks)
- (c) Using consumer decision making model (by Schiffman and Kanuk 2008), explain three distinct but interlocking stages that consumers go through when making purchase decisions. (10 marks)
2. (a) Describe five marketing media commonly used by information centres. (10 marks)
- (b) Analyse five factors that information marketers should consider when selecting marketing tools or media. (10 marks)
3. (a) Distinguish between advertisement and promotion. (4 marks)
- (b) Discuss four promotion tools that information marketers can use. (16 marks)
4. Explain ten environmental factors that marketers of information products and services should consider when developing marketing strategies. (20 marks)
5. Marketing and public relations are communication processes. Discuss the statement using the basic communication model. (20 marks)