



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

ISC 210: MARKETING AND PUBLIC RELATIONS

2nd Trimester 2022/2023

TIME: 2 Hrs

INSTRUCTIONS:

Answer question one and any other two questions

1. a) Define target marketing and explain seven benefits of developing a target market for an information centre. (15 marks)
b) Explain five reasons that should make information marketers study consumer behavior. (15 marks)
2. Explain five steps that an information science professional should follow when conducting market research. (20 marks)
3. Analyse any five:
 - a) Micro environmental factors that influence marketing of information products in Kenya. (10 marks)
 - b) Macro environmental factors that influence marketing of information products in Kenya. (10 marks)
4. a) Using relevant examples elaborate on seven stages of new product development that an information scientist should follow when developing a new information product. (14 marks)
b) Define product adoption and explain five stages that information products consumers may go through in the process of adopting a new product or service. (6 marks)
5. Discuss seven components that an information products marketer should incorporate in a marketing mix. (20 marks)