



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2008/2009

INSTITUTE OF OPEN LEARNING EXAMINATION FOR THE DEGREE OF
BACHELOR OF LIBRARY AND INFORMATION SCIENCE

BLIS 210: MARKETING AND PUBLIC RELATIONS

DATE: Tuesday 16th February 2010

TIME: 2.00 p.m – 4.00 p.m

INSTRUCTIONS:

Answer any **THREE** questions.

1. Discuss the process that consumers go through before they become ultimate users of an information product.
2. Identify the barriers to effective marketing communication and explain how a marketer of library or information service may overcome them.
3. Explain the strategic tools that a marketer of information products could use in marketing.
4. Explain why sponsorship has become a popular form of public relation thus making it worth the consideration by librarians and information providers.
5. Elaborate on the cycle that an information product may go through in its life span.