



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2009/2010
INSTITUTIONAL BASED PROGRAMME (IBP) AUGUST SESSION
EXAMINATION FOR THE DEGREE OF MASTER OF LIBRARY & INFORMATION
SCIENCE

MLIS 512: MARKETING AND PUBLIC RELATIONS

DATE: Thursday 30th December 2010

TIME: 9.00a.m -12.00p.m

INSTRUCTIONS: Answer any **THREE** questions

1. (a) Compare and contrast marketing and public relations. (13 Marks)
 (b) Explain the importance of marketing information as a commodity. (10 Marks)

2. (a) Explain the importance of conducting market research in an information
 providing organisation and why it should be a continuous process. (10 Marks)
 (b) Describe the procedure of conducting market research. (13 Marks)

3. (a) Explain the benefits that information providing organizations may enjoy because
 of investing in sponsoring community activities. (13 Marks)
 (b) Discuss the factors that hinder Public Libraries from sponsoring community
 activities and how the problem can be solved. (10 Marks)

4. Identify **six** different types of public that are important to information providing
 organizations and explain the importance of developing a good relationship with each of
 them. (23 Marks)

5. Discuss the **five** pillars of marketing showing how marketers of library and information
 services could use them.

(23 Marks)