



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

INSTITUTE OF OPEN LEARNING

**EXAMINATION FOR THE DEGREE OF MASTER OF LIBRARY AND
INFORMATION SCIENCE**

MLIS 512 / MRA 508: MARKETING AND PUBLIC RELATIONS

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DATE: THURSDAY 3RD FEBRUARY 2011

TIME: 2.00 P.M. - 5.00 P.M.

INSTRUCTIONS

Answer any THREE questions.

1. Discuss the environmental factors that may influence marketing of information products/services. (23 marks)
2. Describe the eight phases of Public Relations as they relate to information services. (23 marks)
3. Discuss the significance of market research in Library and information organizations.
4. Discuss the strategic tools that can be used to market library and information services. (23 marks)
5. “The study of consumer behaviour is the backbone of marketing and public relations”. Discuss. (23 marks)