



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2010/2011

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE (RECORDS MANAGEMENT AND ARCHIVES ADMINISTRATION)

MRA 508: MARKETING, ARCHIVES, RECORDS AND PUBLIC RELATIONS

DATE: Tuesday 23rd November, 2010

TIME: 9.00 a.m. – 12.00 p.m.

INSTRUCTIONS

Answer any THREE questions.

- Q1. Why is the application of marketing principles and practices important in the provision of information services and products?
- Q2. Discuss five major challenges that have hampered the growth of archives and records services in Kenya.
- Q3. Explain how information communication technology (ICT) can be exploited to market information services and products in archival institutions.
- Q4. Why are public relations principles and practices necessary for today's information service providers?
- Q5. How can national archival institutions help in fighting information poverty in Africa?

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