



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017 SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF LIBRARY AND INFORMATION SCIENCE

ISC 808: INFORMATION DISSEMINATION

DATE: Thursday, 18th May 2017

TIME: 9.00 a.m. - 12.00 p.m.

INSTRUCTIONS:

Answer QUESTION 1 and ANY OTHER 2 questions

QN.1 (Compulsory)

- (a) Explain the following concepts: (8 marks)
 - (i) Information need
 - (ii) Information behavior
- (b) Explain the importance of studying users' information behavior and needs. (12 marks)
- (c) Using appropriate examples of ICTs, discuss the potential of technology in information dissemination. (10 marks)

QN.2 (a) Explain the following concepts:

(4 marks)

- (i) Information filtering
 - (ii) Information repackaging
- (b) Discuss the appropriateness of FOUR information repackaging method. (16 marks)

QN. 3 (a) Outline FIVE challenges to effective information dissemination. (5 marks)

(b) Discuss solution to the FIVE challenges to effective information dissemination. (15 marks)

QN.4 Explain the importance of user profiling in the design and evaluation of information dissemination services. (20 marks)

QN.5 Discuss strength, weaknesses, opportunities, and threats (SWOT) of information communication technologies (ICTs) in information dissemination. (20 marks)