



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2014/2015

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF

MASTER OF LIBRARY AND INFORMATION SCIENCE

ISC 813: MARKETING AND PUBLIC RELATIONS

DATE: Saturday, 20th December 2014

TIME: 9.00 a.m. – 12.00 p.m.

INSTRUCTIONS:

Answer question ONE and any other two questions.

1. (a) Explain **five** types of customer related information that a marketer may gather during a marketing research. (10 marks)
- (b) Discuss **five** variables that marketers of information products and services should combine in a marketing mix. (10 marks)
- (c) Describe **five** Public Relations tools that may be used in an information centre. (10 marks)
2. Marketing and Public relations are communication tools. Using relevant examples discuss the above statement. (20 marks)
3. Analyse **five** internal and five external environmental factors that may influence the marketing of information products and services in Kenya. (20 marks)
4. Explain the **four** stages of an information product life cycle. (20 marks)
5. Discuss **ten** factors that could influence the behaviour of information products and services consumers. (20 marks)