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221652B

**5th Sem / Library & Information Science**

**Subject : Library Marketing**

Time : 3 Hrs.

M.M. : 60

**SECTION-A**

**Note:** Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 Who is the father of marketing  
a) Ranganathan Kotler b) Kotler  
c) McGraw d) all of these
- Q.2 Which one is not social media platform  
a) You Tube b) Whatsapp  
c) Instagram d) E-mail
- Q.3 Choose library services that you can be marketing  
a) CAS b) RRS  
c) both a and b d) all of these
- Q.4 Philip Kotler's P is/are  
a) Product b) Price  
c) Both a & b d) None of these

- Q.5 Philip Kotler's one P is .  
a) Place                              b) People  
c) Both a and b                      d) None of these
- Q.6 Philip Kotler's one P is  
a) Promotion                          b) Power  
c) both a and b                      d) None of these

### SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Who is Philip Kotler?  
Q.8 What is library marketing?  
Q.9 What is e-marketing for library products?  
Q.10 Define the services of information centers.  
Q.11 What is Facebook?  
Q.12 What are the user's preferences?

### SECTION-C

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Describe the concept of marketing.  
Q.14 Write any four objectives of library marketing.

- Q.15 How to identify the user's needs.  
Q.16 Write a short note on case-studies of Digital marketing.  
Q.17 What is the objective of marketing planning?  
Q.18 How to advertise & promote a New product & Services of a digital library.  
Q.19 How can you do e-marketing of library products?  
Q.20 Create a poster for your library's services and products.  
Q.21 What should be the goal of marketing strategies?  
Q.22 Write the steps for analysis marketing data.

### SECTION-D

**Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 Explain the types of creating effective print materials.  
Q.24 Define the information services as a marketable commodity.  
Q.25 What is a social media platform? How you can use social media for library marketing.