



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91 Cadastral Zone, Nnamdi Azikwe Express Way, Jabi, Abuja.
Department of Library and Information Science
2021_2 EXAMINATION

COURSE CODE: LIS316
COURSE TITLE: Advocacy & Marketing Library & Information Services
CREDIT UNIT: 2
TIME ALLOWED: 2HOURS 15 MINUTES

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1. a What do you understand by the term Marketing (5Mks)
1b. Explain Five (5) reasons why is it essential to embark on the marketing of goods and services (10Mks)
1c. What is Micro Marketing Environment? (5Mks)
1d. Explain the Five (5) actors and forces that determine the marketing processes. (10Mks)
2. Discuss the Three (3) Public Relation Tools used for the marketing of information services (15Mks)
2b Define the term Public Relation in Libraries. (5Mks)
3. a. What is marketing Mix? (5Mks)
b. Discuss any Five (5) elements of marketing Mix. (15Mks)
4. a. Explain the basic Library Information services provided to users. (10Mks)
b. Discuss Five (5) disadvantages of Web-Based Library Services? (10Mks)
5. a. Define the term marketing strategy. (5Mks)
b. Explain the Three types of Marketing Strategy as identified by Lake (2019). (15Mks)