

S.No. 7358

MLINS 2

(For candidates admitted from 2012–2013 onwards)

**M.L.I.Sc. DEGREE EXAMINATION,
NOVEMBER 2023.**

Library and Information Science

**MARKETING OF INFORMATION PRODUCTS AND
SERVICES**

Time : Three hours

Maximum : 100 marks

Answer ALL the questions.

**Subdivision (a), (b) and (c) in each question carry
4, 6 and 10 marks respectively.**

- 1. (a) Define Marketing.**
**(b) (i) What are the types of Marketing
Strategies?**

Or

- (ii) Write a short note on Information
Resource.**

- (c) (i) Explain about the need and scope of
Marketing Concepts.**

Or

- (ii) Write a brief note on Corporate Mission.**

2. (a) Write a short note on Product Market Matrix.
(b) (i) Write about BCG Matrix Model.

Or

- (ii) Write about Product Life Cycle.
(c) (i) Brief Portfolio Management.

Or

- (ii) What do you mean by Pricing Information?

3. (a) Write a short note on Marketing Mix.
(b) (i) Write a note on Kotlers Four C's.

Or

- (ii) Elucidate about Mc Carthy's Four P's.
(c) (i) Write a brief note on Marketing Segmentation.

Or

- (ii) Write about the functions of Marketing Segmentation.

4. (a) Explain about Demographic Segmentation.
(b) (i) Write a short note on the Marketing Plan.

Or

- (ii) Write a short note on Marketing Research.

- (c) (i) Brief the Behavioral Psychographics Segmentation.

Or

- (ii) Write a brief note on Geographic Segmentation.

5. (a) What do you know about Information Industry?
(b) (i) Explain about Corporate Identity.

Or

- (ii) What are the types of Information Services?

- (c) (i) Write a brief note on Marketing Information.

Or

- (ii) Brief the Marketing Information Products and Services.