



**ML 1**

**M.L.I.Sc. Degree Examination, June/July 2010**  
**LIBRARY AND INFORMATION SCIENCE**  
**Paper – I : Foundations of Information Science**

Time : 3 Hours

Max. Marks : 80

I. Answer **any four** of the following :

**(10×4=40)**

- 1) Define 'knowledge' and discuss in detail different types of knowledge.
- 2) What is an 'information society' ? Discuss important characteristics of information society.
- 3) What is market segmentation ? Explain different methods of market segmentation.
- 4) Discuss the symbiosis between information science and other disciplines.
- 5) Explain different methods of assessing information needs.
- 6) Discuss the important properties and characteristics of information.

II. Write short notes on **any four** of the following :

**(5×4=20)**

- 7) Data and information.
- 8) Theories of information science.
- 9) Intellectual property rights.
- 10) 4 Ps of marketing.
- 11) Information use studies.
- 12) Information profession.

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III. Write brief answers for the following :

**(2×10=20)**

- 13) Define 'Information Science'.
  - 14) What is 'Tacit Knowledge' ?
  - 15) What is 'Information Ethics' ?
  - 16) What is on-line marketing ?
  - 17) Differentiate between information 'need' and 'want'.
  - 18) What is 'cost-benefit' evaluation ?
  - 19) Define a 'user'.
  - 20) What is 'Customer Relationship Management (CRM) ?
  - 21) What are stages in information life cycle ?
  - 22) What is meant by user studies ?
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