Enrollment No:	Exam Seat No:
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C.U.SHAH UNIVERSITY

Summer Examination 2017

Subject Name: Marketing of Library Services

Subject Code: 5AH02MLS1 Branch: MLISc

Semester: 2 Date: 06/05/2017 **Time:** 02:00 To 05:00 **Marks: 70**

Instructions:

(B)

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

SECTION - I Q-1 **Attempt the Following questions** (07)**a.** Define the Marketing **b.** What is a channel of distribution? **c.** Who is a middleman? d. Write Meaning of Consumer Behavior **e.** What is Marketing Environment? **f.** Define Library Services **g.** What are the various selling theories? **Q-2** (14)**(A)** What are the marketing concepts? Explain the process of-evolution of these concepts OR Q-2 Attempt all questions **(A)** Explain the concept of information as a product or commodity **(B)** What is marketing mix? Explain the components of marketing mix Q-3 Attempt all questions (14)**(A)** What is marketing research? Describe Stages in the Marketing Research Process What is market segmentation? Explain the importance of segmenting markets **(B)** OR Explain Library service marketing Q-3 (A)

Explain various factors which Influence the consumer behaviors

SECTION – II

Q-4		Attempt the Following questions	(07)
	a.b.c.d.e.f.	Define Current Awareness Service Write Components and Operational Features of SDI Write types of Media What is meant by Customer Relationship Management? What is Direct Marketing? Define the role of Librarian in promotional activity	
Q-5	g.	Define Ethics Attempt all questions	(14)
Q C	(A) (B)	What is advertising? How it is different from publicity? How research is helpful in better advertising planning? Discuss OR	(2.1)
Q-5	(A) (B)	Discuss the major regulations influencing advertising in-India Prepare a marketing plan for your library	
Q-6	(A)	Evaluate the various strategies in customer service operating in retailing industry.	
		OR	
Q-6	(A)	Attempt all Questions What do you understand by the decision-making framework of promotional strategy? What are its components and stages?	
	(B)	Why ethics are important in a developing society like India?	
		SECTION – I	
Q-1		Attempt the Following questions	(07)
	b.c.d.e.f.	DFS"[&I\UGI;JF6JFVF5M JJZ&KJG,X]\K_P? DI.o,D/G SM&K_P? U FGSJT"&JSGMV°Y" Marketing Environment(5JF"JZ&fX]\K_[? U\ YF.J:[JFVMV°Y":5C&SZIATFJM VG[SJJWJ]RF&J:\wWFTX]\K_P?	
Q-2		DFS"/&I\USGFX/\KP/? Grsildoll ylball GMVF6IF,;DHFJM	(14)
		OR	
		Page 2 3	



Q-2 Attempt all questions DFTTLVJMSGMV/STZLS[ptRFNGVYJFRLHJ:T];DHFJMP **(A) (B)** Marketing mix X/\K_[P? Marketing mix GF38 SM; DHFJM Q-3 Attempt all questions (14)**(A)** Marketing : $\langle X\widetilde{\mathcal{M}}WGX \rangle / \mathcal{K}/\mathcal{P}$? Marketing : $\langle X\widetilde{\mathcal{M}}WG_5 | \mathcal{I}/\mathcal{I}FGF\mathcal{I}/\mathcal{D}F\mathcal{I}$;DHFIM $DFS"[s]IEFHGV[s,[X]\?DFS"[s]IEFHGG]DCtJ:DHFIMP$ **(B)** U\YF,I;[JFVMG]DF3"[&L\U;DHFJM Q-3 (A) U|FGSJT6/SG[V;ZSTF1JIJW5ZLA/M;DHFJM **(B)** SECTION – II **Q-4 Attempt the Following questions** (07)a. Current Awareness Services GL jIF6IF VF5MP b. SDI GF383 VG[1]X[QFjI]:YF c. Media GF5 SFZM d. ;FDFHLIL U|FCI;\RF,G;\A\WGM.ZFNMX]K[e. 5 | TisfDFT"/8L\UX/\K[F 5 DFMXG, 5 JIDF\U||Y5F, GI SFDUIZI GIJIF6IFVF5MP g. IGILXF:+GLjJFbJFVF5M Q-5 Attempt all questions (14)[J7F5G3FI"X]\K[P?5|3FXGYL3[JLZLT[V,UK]P? **(A)** JJF5GSFI"VFIMHGDF\:\XMWGS[JLZLT[DNN~5YFIK][P **(B)** KKF"IZM EFZTDF\1J7F5GSFI"G[5|EF1JTSZTFD]6I1GIDMGLKKF"SZMP Q-5 **(A)** U|YF,IDFS"&L\UDF&[IMHGFT[[IFZSZM **(B)** (14)**Q-6** KJ8SJ[5FZpWMUDF\U|FCS;[JFRFJJFJJJWjI]CZRGFVM D/JFI\G IZM.

OR

Q-6 Attempt all Questions

- (A) $_{5}|\mathcal{M}_{t};$ FTG $_{j}$ f]TGFfG $_{5}$ "f,[JFGFDF/BFDFTD[X]\;DHMKMP? T/GF $_{5}$ FWGMVG[$_{5}|\mathcal{S}|$ LIFX]\K]P
- (B) EFZTH/JFJSL;TN/XDF\GITLXF:+XFDF8/DCtJG/\K/P?

