

Professional

NON-CBCS

2021

M.Lib.I.Sc 2nd SEMESTER

Information Economics & Knowledge Management

MLI- 201

Full Marks-40

Time-2 Hours

The figures in the right margin indicate marks.

Answer any two questions of the following:

1. Why can information be considered as an economic good ? What do you mean by demand of information, demand curve and law of demand ? What are the objectives of Information Resource management ? What are the parameters of utility of information?

(6+6+4+4)

2. Discuss the cost accounting process in libraries. What are the various techniques of marketing undertaken by the libraries? Bring out the differences between traditional marketing and e-marketing. What are the characteristics of e-marketing?

(5+7+4+4)

3. Define knowledge. Differentiate between tacit and explicit knowledge. Explain Tools and components required for implementing Knowledge Management in Libraries.

(4 +6+10)

4. Define Knowledge Society. Mention the types of knowledge that get generated in a Knowledge Society. Discuss the characteristics of Knowledge economics that distinguish it from the factors of economic resources.

(4+6+10)