

2022

**M.Lib.I.Sc. Second Semester Examination
Course – 201**

(Information Economics and Knowledge Management)

Full Marks—40

Time—2 Hours

The figures in the right hand side margin indicate marks.

Answer Question No. 1 **any two** from the remaining :

1. Write short notes on **any two** of the following :

5×2

- (a) Information as a Commodity
- (b) Characteristics of Marketable goods
- (c) Digital Divide
- (d) Embedded Knowledge

2. (a) Define the term 'Information'. What are the barriers to proper dissemination of Information?

5+10

(b) Why is marketing of Information products and service very important? What are the methods of marketing those in a Public Library? Which one of these is best according to you? Give reasons.

4+4+7

[P.T.O.]

- (c) Define knowledge society. What are the factors that have led to the emergence of a knowledge society? Describe the features of such a society. 3+6+6
- (d) What is knowledge Management? Discuss the practical approach and strategies of a knowledge Management System. 5+10
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