

Professional

NON-CBCS

2021

M.Lib.I.Sc 1st Semester Examination

Information Analysis Consolidation & Repackaging

MLI- 102

Full Marks-40

Time-2 Hours

The figures in the right margin indicate marks.

Answer any two questions of the following:

1. What is an 'Area Profile'. Elucidate briefly a reference framework for 'Area Profile.' (2+18)

2. What is an 'annual report'? Give a few examples of the types of information usually found in an annual report. Suggest a suitable lay-out of an annual of a University. (2+8+10)

3. Show your acquaintance with (a) News Digest (b) Directory (c) Review report (d) Trend report (5+5+5+5)

4. Discuss briefly Modern Marketing P's and its components. Elucidate Information Product flow and diagram? What are different types of products in Marketing? Discuss briefly the process of Content Analysis? Explain " Buyer Behavior" ? (4+4+4+4+4)