

MLISc Sem.-1 Examination

504

Information Analysis, Repackaging & Consolidation 0 Theory

Time : 1-15 Hours]

February-2025

[Max. Marks : 35

- પ્ર. ૧ માહિતી વિશ્લેષણ, દ્રઢીકરણ અને પુનઃગઠન એટલે શું? ગ્રંથાલય સેવાઓમાં તેની જરૂરિયાત, હેતુઓ અને મહત્વ સમજાવો. 15

અથવા

માર્કેટિંગ મિક્સ એટલે શું? માર્કેટિંગ મિક્સના તત્ત્વો વિશે ચર્ચા કરો?

- પ્ર. ૨ નીચેનામાંથી કોઈ પણ બે પર ટૂંકનોંધ લખો. 10

A પ્રેસ ક્લિપિંગ સેવાઓ

B ડિરેક્ટરી

C વાર્ષિક અહેવાલ

- પ્ર. ૩ હેતુલક્ષી પ્રશ્નોના વિકલ્પોમાંથી જવાબ આપો English Version પ્રમાણે 10

English Version

- Q.1 What is information analysis, consolidation, and repackaging? Explain its need, objectives and importance in library services? 15

OR

What is Marketing Mix? Discuss about the elements of Marketing Mix?

- Q.2 Write short notes on any two of the following. 10

a) Press clipping services

b) Directories

c) Annual report

- Q.3 Select and write correct answer from following multiple choice questions 10

1. Who coined the term Information Society?

(a) William E. Halal

(b) Firtz Machlup

(c) F.W. Lancaster

(d) F.W. Tailor

2. A system which is employing electronic technologies for receipting supplying of documents is known as:

(a) CAS

(b) CORSA

(c) ILL

(d) EDDS

3. UAP Stands for

(a) Universal Advancement in Publication

(b) Universal Accessibility of Periodical

(c) Universal Availability of Publications

(d) Usability of Advanced Publication

4. Who coined the term Marketing Mix

(a) E. J. McCarthy

(b) Neil Borden

(c) P. Kotler

(d) None of above

5. The frequency of ILA bulletin is

(a) Quarterly

(b) Monthly

(c) Bi-annual

(d) Bi-monthly

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6. Founders of the Marketing Mix
 - (a) E. Deming and J.M. Juran
 - (b) P. Kotler and E. J. McCarthy
 - (c) L. Gulick and L.Urwick
 - (d) None of above
7. Concise summary which gives the essential points of the book, pamphlet or article is called
 - (a) Abstract
 - (b) Content
 - (c) Index
 - (d) None of Above
8. In KWIC index the keyword is
 - (a) Derived from the text
 - (b) Derived from the abstract
 - (c) Derived from the title
 - (d) Assigned by the author
9. Information repackaging is a part of
 - (a) Process of information consolidation
 - (b) Process of acquisition
 - (c) Process of reanalyzing
 - (d) Process of messaging
10. Father of modern marketing
 - (a) E. Jerome McCarthy
 - (b) Peter Druker
 - (c) Henry Fayol
 - (d) Philip Kotler

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