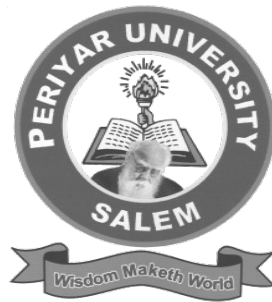


PERIYAR UNIVERSITY

Department of Library and Information Science



M.Phil., Library and Information Science

(With effect from the academic year 2018-2019 onwards)

Syllabus



PERIYAR UNIVERSITY
Periyar Palkalai Nagar, Salem – 636 011, Tamil Nadu

M.Phil., LIBRARY AND INFORMATION SCIENCE

REGULATIONS
(Candidates admitted from 2018 - 2019 onwards)

1. Eligibility

Candidates who have qualified for Postgraduate degree of Library and Information Science (M.L.I.S) under 10+2+3+2 (or) 10+2+5 (or) 10+2+3+1+1 of this University or any other University recognized by the syndicate as equivalent thereto shall be eligible to register for the Degree of Master of Philosophy (M. Phil.,) in their respective subject and undergo the prescribed course of study in an approved institution or department of this University.

Candidates, who have qualified their Postgraduate degree of Library and Information Science on or after 1st January 1991 shall be required to have obtained a minimum of 55% of marks in their respective postgraduate degrees to become eligible to undergo the prescribed course of study in an approved Institution or department of this University.

For the candidates belonging to SC/ST community and those who have qualified for the Master's degree before 01.01.1991, the minimum eligibility marks shall be 50% in their M.L.I.S Degree.

2. Duration

The duration of the M. Phil., the course shall extend over a period of one year from the commencement of the course.

3. Course of study

The course of study for the degree shall consist of (a) Part-I comprising three written papers according to the Syllabus prescribed from time to time and (b) Part-II Dissertation.

Part –I shall consist of Paper –I Research Methodology and Paper –II Cognate subject. There shall be a third paper which will be in the field of Specialisation relating to the proposed dissertation conducted internally by the Departments.

Part-II is Dissertation.

4. Scheme of Examination

Part-I Written Examination (Papers I, II & III)

The examination of papers I, II and III shall be held at the end of the year. The duration of each paper shall be 3 hours carrying a maximum of 100 marks.

Paper –III examination will be conducted by the Department and the marks obtained by the candidate along with the question paper and valued answer scripts shall be sent to the University at least 15 days before the commencement of the examinations of paper I and II.

The examiners will be appointed from a panel of four names for each paper (I and II) submitted by the Department concerned. If one examiner awards a pass mark and the other awards fail mark, the paper will be valued by a third examiner whose award of marks will be final. If the mark awarded by the first and second examiners varies more than 10, the third examiner whose award of marks will be final.

Part-II: Dissertation

The exact title of the Dissertation shall be intimated within one month after the completion of the written examination. Candidates shall submit the Dissertation to the University through the Supervisor and the Head of the Department at the end of the year from the commencement of the course which shall be valued by internal examiner (supervisor) and

one external examiner appointed by the University from a panel of four names sent by the Head of the Department at the time of submitting the Dissertation.

The examiners who value the Dissertation shall report on the merit of candidates as “Highly Commended” (75% and above) or “Commended” (50% and above & below 75%) or “Not Commended” (Below 50%).

If one examiner commends the Dissertation and the other examiner does not commend, the Dissertation will be referred to the third valuation and his/her valuation shall be final. Submission or resubmission of the Dissertation will be allowed twice a year.

Scheme of Examination

The allotment of marks for (i) Theory (ii) Dissertation and Viva-Voce are as follows:

Sl. No	Name of the paper	Number of credits	Hours per week	Maximum Marks			Examination Hours
				Continuous Assessment	End Semester Examination	Total	
01	Course - I: Research Methodology	4	4	25	75	100	03
02	Course - II: Cognate Subject	4	4	25	75	100	03
03	Course - III: Field of Specialization	4	4	25	75	100	03
Total for Course Work		12	12	75	225	300	
04	Dissertation Viva-voce				50 ⁺		
05		8+4		50	100*	200	
Total for M.Phil Programme		24		125	375	500	

⁺ Evaluation by the external Examiner: 50 Marks

- Joint viva – voce 100 marks (Research Supervisor 50 Marks + External Examiner 50 marks)

Scheme of Internal assessment for course I, II and III

Test: 10 Marks

Seminar: 10 Marks

Attendance: 05 Marks

Total: 25 Marks

S.No	Paper	Title of Paper	Exam Hrs.	Max. Marks
Part I				
1.	Paper I	Research Methodology	3	100
2.	Paper II	Emerging Trends in Library and Information Science	3	100
3.	Paper III	Field of Specialization	3	100
Part II	-	Dissertation	-	200
			TOTAL	500

5. Passing Minimum

A candidate shall be declared to have passed Part-I of the examination if he/she secures not less than 50% of the marks in each paper including Paper-III for which examination is conducted internally.

A candidate shall be declared to have passed Part-II of the examination if his/her dissertation is at least commended, or else the candidate shall be declared to have failed in the examination.

6. Restriction in number of chances

No candidate shall be permitted to reappear for the written examination in any paper on more than two occasions or to resubmit a Dissertation more than once. Candidates shall have to qualify for the degree passing all the written papers and dissertation within a period of three years from the date of commencement of the course.

7. Conferment of Degree

No candidate shall be eligible for conferment of the M.Phil degree unless he/she is declared to have passed both the parts of the examination as per the regulations

8. Qualifications for persons conducting the M. Phil., course

No teacher shall be recognized as a Supervisor unless he/she possesses a Ph. D., degree or two years of PG teaching experience after qualifying for M. Phil., Degree.

9. Detailed Syllabus for M.Phil., in Library and Information Science (Choice Based Credit System)

Part	Course	Course code	Name of the Course	Credits	Marks		
					IA*	UE**	Total
I	I	18URLISC01	Research Methodology	4	25	75	100
	II	18URLISC02	Innovative Technologies for Library and Information Services	4	25	75	100
	III	18URLISE01	User Studies	4	25	75	100
		18URLISE02	Bibliometrics	4	25	75	100
		18URLISE03	Digital Library	4	25	75	100
		18URLISE04	Marketing of LIS Products And Services	4	25	75	100
	II	IV	18URLISD01	Dissertation and Evaluation	8+4 (12)	50	100
			Viva-voce			50	50
			Total	24			500

* Internal Assessment

** University Examination

PAPER I

RESEARCH METHODOLOGY

Paper-I

18URLISC01: RESEARCH METHODOLOGY

Objectives:

- To understand the concept of research, tools and quantitative techniques for data analysis and consolidation
- To learn the patterns of scholarly communication and its types.

Unit – I

Research: Meaning, Need, Purpose, process; Types of Research: Fundamental and Applied Research, Qualitative and Quantitative Research, Logic and Scientific Research; Process of Research; Area of research in Library and Information Science; Research Ethics – Plagiarism.

Unit – II

Research Design: Identification, Selection and Formulation of a Research Problem, Characteristics of the research problem, sources of information; Hypothesis: Definition and types, testing hypothesis; Literature Search and Review of Literature; Research Methods: Scientific, Historical, Descriptive, Survey, Observation, Experimental, Case-Study, Delphi and Interview method.

Unit – III

Data Collection and Presentation: Questionnaire, Interview, Observation, Library records, Reports - advantages and disadvantages; Sampling: Types of sampling-random, and purposive sampling, systematic sampling, cluster, multiphase sampling, sampling errors; Data presentation: Tabulation and generalization. Graphical presentation of data.

Unit – IV

Data Analysis: Editing, Coding, and De-Coding, Tabulation; Application of Statistical Packages: Measures of central tendency, Z-test, T-test, Correlation, Regression linear and Non-linear, Chi-Square Test, ANOVA; Graphical presentation of Data.

Unit – V

Report Writing: Characteristics and organization of report; Style Manuals: Modern Language Association (MLA) – American Psychological Association (APA) -Chicago Style Manual: Plagiarism.

Learning Outcomes:

- Getting them acquainted with the emerging research tools and techniques
- Acquired the knowledge of report and research article writing and check the plagiarism

Recommended Readings:

1. **Kothari, C. R.** Research Methodology – Methods & Techniques. New Age International, New Delhi, 3rd edi, 2014.
2. **Krishnaswami, O.R.** *Methodology of Research in Social Sciences*, Himalaya Pub.House-New Delhi, 2013.
3. **Santhosh Gupta**, Research Methodology, and Statistical Techniques. Deep and Deep, New Delhi, 2002.
4. **Jude Carroll, Kate Williams**, Referencing and Understanding Plagiarism, Palgrave MacMillan.
5. **Lynn Silipigni Connaway and Marie L. Radford**. Basic Research Methods for Librarian, 5th Edition, Libraries Unlimited.

Web Resources:

1. http://my.jessup.edu/writingcenter/wp-content/uploads/sites/16/2014/06/Style-Guide-Comparison-Chart_Updated-9-27-16.pdf
2. https://onlinecourses.nptel.ac.in/noc18_ge12/preview

M.PHIL.DEGREE EXAMINATION
LIBRARY AND INFORMATION SCIENCE
FIRST SEMESTER
PAPER-I
RESEARCH METHODOLOGY

Time: 3 Hours

Maximum: 75 Marks

Answer any five questions

All questions carry equal marks

1. What are the different steps involved in the research process? Discuss in detail.
2. What is Hypothesis? Explain the types and characteristics of a good hypothesis.
3. What are the different types of Data collection methods followed in Research?
Explain any one of them in detail.
4. What are the statistical tools and Techniques used for analyzing the data? Briefly explain any one of the statistical tools.
5. Write an essay on Regression and Correlation Analysis in Research.
6. How do you prepare research report? Explain the structure of presentation of the good research report.
7. What is a multimedia tool? Explain briefly multimedia tools applicable to research.
8. Write short notes on any **THREE** of the followings:
 - a) APA
 - b) MLA
 - c) Research Design
 - d) Questionnaire
 - e) Scientific Method of Research
 - f) Plagiarism - Software

PAPER II

**INNOVATIVE TECHNOLOGIES FOR LIBRARY AND
INFORMATION SERVICES**

PAPER II

18MPLISC02: INNOVATIVE TECHNOLOGIES FOR LIBRARY AND INFORMATION SERVICES

Objectives:

- To learn the emerging concepts in Library and Information Science
- To understand the networking and open source software

Unit – I Communication Technology and Automation of Libraries

Web enabled Information Sources and Systems – Definition, Concept, Scope and its application in Library Management.

Unit-II Library Networking

Design and Development of Information Systems – Subject Gateways, Digital Portfolios, Profile Management System and Information Portals.

Unit – III Open Source Softwares

OSS for Web & Mobile enabled information services, OSS: Definition, Advantages, and disadvantages – OSS; IR, LMS, CMS: JOOMLA, MOODLE, Publishing.

Unit –IV: Digital Library

Digital Libraries – Concept, need, characteristics- Infrastructural facilities - Digitization software – D-space- Greenstone- E-print- Planning of Digitization – Digital Library Initiatives in India – National Digital Library of India (<https://ndl.iitkgp.ac.in/>).

Unit –V: International Information Systems and Network

UNESCO, INIS, AGRIS, Resource Sharing - Tools for Resource Sharing – Cloud computing and Library applications – Barriers – Library Consortium; Concepts, Need- Types of Consortium- National and International Consortium Initiatives.

Learning Outcomes:

- Students will be familiar with emerging concepts to a greater extent.
- Students can individually install and customize the Digital Library software.

Recommended Readings:

1. **Lucy A. Tedd Andrew Large**, Digital Libraries Principles and Practice in a Global Environment, K· G· Saur München 2005. (e-book)
2. **Laurent, St**, Understanding Open Source and Free Software Licensing, Shroff Publishers, 2016.
3. **Sardhana, J.L.**, Cloud Computing: Its Applications in Libraries, GB Books, 2015.
4. **Rajaraman, V.** Fundamentals of Computers, New Delhi: PHI, 2014

Web Resources:

- i. http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/library_and_information_science/academic_libraries/15a_resource_sharing_networks_&_consortia-2/et/2013_et_15-a.pdf
- ii. <http://delnet.nic.in/>
- iii. <http://www.inflibnet.ac.in/infonet/>
- iv. <https://ndl.iitkgp.ac.in/>

MODEL QUESTION PAPER
M.PHIL.DEGREE EXAMINATION
LIBRARY AND INFORMATION SCIENCE
FIRST SEMESTER
PAPER-II

INNOVATIVE TECHNOLOGIES FOR LIBRARY AND INFORMATION SERVICES

Time : 3 Hours

Maximum: 75 Marks

Answer any five questions

All questions carry equal marks

1. Explain the origin and growth of Information and Communication Technology.
2. Impact of ICT in modern libraries?- Explain.
3. Discuss the various modules in Library Automation.
4. Explain the features of the Automated circulation system.
5. What is computer networking? Describe various types of networks.
6. What are the different operating systems used in libraries?. Explain them briefly.
7. Explain the generation of computers in detail.
8. Write short notes on any THREE of the following:
 - a) WINISIS
 - b) D-space
 - c) Types of computers
 - d) OCR
 - e) UGC-INFONET

PAPER III
SPECIALIZATION PAPERS

PAPER III

18URLISE01: USER STUDIES

Objectives:

1. To study the concept of information seeking behavior of users and their needs
2. To learn about information literacy concepts, methods, and standards

Unit-I: Library User and Information Seeking Behaviour

Library users and users needs - Information Seeking Behaviour – Concept, definition, need and purpose, Models - Types and Techniques.

Unit-II: User Survey

User survey: basic concept – Definition and Categories – Aims and objectives – Importance of user studies – Need for conducting user survey.

Unit – III: User studies in Academic Libraries

University and college library user behavior – evolving a theory of user behavior – characteristics having effects of user behavior – Limitations in behavioral research in librarianship.

Unit – IV: User Education (Models)

User education – Need – Purpose – Methods - online user education – Users approaches towards resources - Evaluation of user education programmes- Information Literacy.

Unit –V: Evaluation of User studies

Evaluation of user studies; criteria, Techniques of evaluation – Crane field study - Questionnaire method, Interview method and record analysis method.

Learning Outcomes:

- To familiarize the concepts and theories related to user studies and information seeking behavior.
- Able to contribute to innovative thinking and processes in the digital environment.

Recommended Readings:

1. **Das, Kailas Chandra, and Patra, Partha Sarathy.** Information Literacy and Seeking Behaviour in Management Institution. SSDN Publishers, New Delhi, 2012.
2. **Ellis, David.** Modeling the Information Seeking Patterns of Academic Researchers: A Grounded Theory approach. Library Quarterly. 63 (4),1993.pp469-486
3. **Kumar, PSG.** Use and User Studies. BR Publications, New Delhi, 2006
4. **Prasad, H.N.** Information Needs, and Users, B.R Publishing Corporation, New Delhi, 1991.
5. **Sridhar, MS.** Library Use, and User Research. Concept Publishing Co., New Delhi, 2002.
6. **Wilson, T.D.** On User studies and Information needs. Journal of Documentation. 62 (6),2006,pp 658-670

Web Resources:

1. http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/s000021li/p000245/m002180/et/145267998207-et.pdf
2. http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/library_and_information_science/information_sources_systems_and_services/16._user_studies_users_27_education_/et/1932_et_et.pdf

MODEL QUESTION PAPER
M.PHIL DEGREE EXAMINATION
LIBRARY AND INFORMATION SCIENCE

PAPER-III: USER STUDIES

Time: 3 hours

Maximum marks: 75

Answer any FIVE questions

All questions carry equal marks

1. Define user study. Discuss the need and importance of user studies.
2. What is bibliographic instruction? Prepare a bibliographic instruction programme for the undergraduate students.
3. What is evaluation? Discuss the various methods used in evaluation user education programmes.
4. Discuss the user orientation programme in ICT era.
5. Critically evaluate the important user studies conducted in India.
6. What is information seeking behavior? Explain the categories of users and the factors influencing their information seeking behavior.
7. Explain the different forms of information sources in a university library.
8. Write Short notes on any THREE of the followings:
 - a) Questionnaire method
 - b) Traveling Workshops Experiment
 - c) Orientation Method
 - d) Problems of user studies
 - e) Tools of User education

PAPER III

18URLISE02 - BIBLIOMETRICS

Objectives:

1. To familiarize with fundamental laws of Bibliometrics and its tools.
2. To learn the publication indicators, citations, impact factors, and h-index.

Unit – I: Development of Bibliometrics

Bibliometrics –Concepts, Scope, Evaluation – Librametrics, Bibliometrics, Scientometrics, Webometrics, Altmetrics.

Unit – II: Bibliometric Laws

Theory and Laws - Zipf's law, Lotka's Law, Bradford's Law, Price Theory and circulation theory – Bibliometric Techniques; Doubling time, Relative Growth, Activity Index, Mapping of subjects, Cluster ranking.

Unit – III: Assessment of Research Productivity

Identifying and defining literature – the study of the structure of documents – Authorship studies; Authorship Pattern – Collaboration; Authors, Institutional, and countries- Funding Agencies.

Unit – IV: Citation

Meaning, Scope, Forms of Citations, Impact Factor, Citation analysis – H Index – Activity Index - G-index, Google Scholar, I10 Index, SJR, SNIP – Tools - Histcite, VOS Viewer, BibExcel.

Unit – V: Indexing and Citation Databases

Web of Science – Scopus - PubMed – Google Scholar – EBSCO

Learning Outcomes:

1. Gained knowledge about citation index and citation database.
2. To the understanding of various laws of Bibliometrics

Recommended Readings:

1. Rafael Ball. An introduction to Bibliometrics 1 st Ed Chandos Publishing 2017.
2. Srivastava.R : Bibliometrics: New Dimensions and latest trends, Alfa publications 2011.
3. Ingwersen, P. Scientometric indicators and webometrics -- and the poly representation principle information retrieval. New Delhi: Ess Ess Publications.

Web Resources:

1. [https://ndl.iitkgp.ac.in/result?q={%22t%22:%22search%22,%22k%22:%22BIBLIOMETRICS%22,%22s%22:\[\],%22b%22:{%22filters%22:\[\]}}](https://ndl.iitkgp.ac.in/result?q={%22t%22:%22search%22,%22k%22:%22BIBLIOMETRICS%22,%22s%22:[],%22b%22:{%22filters%22:[]}})
2. <https://swayam.gov.in/course/4009-scientometrics>

MODEL QUESTION PAPER
M.PHIL.DEGREE EXAMINATION
LIBRARY AND INFORMATION SCIENCE
PAPER-III: BIBLIOMETRICS

Time : 3 Hours

Maximum: 75 Marks

Answer any Five questions

All questions carry equal marks

1. State the origin and development of Bibliometric studies.
2. What is impact factor? How it will be helpful for ranking of Journals
3. What are the various testing techniques to measure the effectiveness of abstracting and indexing services?
4. Explain Bibliographic coupling.
5. Discuss in detail: Citation databases.
6. Discuss co-citation, self-citation and h-Index.
7. Discuss various bibliometric Laws.
8. Write short notes on any **THREE** of the followings:
 - a) Doubling Time
 - b) Librametrics
 - c) Authorship Pattern
 - d) Cluster-ranking technique
 - e) Mapping of subjects

PAPER III

18URLISE03: DIGITAL LIBRARIES

Objectives:

- To know the basic knowledge related to digital library systems
- To learn the applications of software and standards in developing a digital library

UNIT – I: INTRODUCTION TO DIGITAL LIBRARIES

Digital Libraries: Definitions, Concept, Characteristics, functions, advantages and Disadvantages.

Unit – II: Digital Library Management

Management of Digital Library - Design and Organization of Digital Libraries: Architecture – Protocols – Metadata – Standards – CCF – MARC – 21 – Dublin Core.

Unit – III: Digital Library Collections

Digital Resources: E-Books, E-Journals, Databases and ETD – Subject Gateways; Web Portals – Storage, Archiving and preservation of digital collections – Limitations.

Unit – IV: Digital Library Initiatives

Overview of Major Digital Library Initiatives- Digital Library Initiatives in India; INSA, medIND, ETD, Vidhyanidhi, NPTEL, TKDL - Open Source Initiatives: – Open Access Initiatives, OAI / PMH.

Unit – V: Digitization of Documents

Building the digital library - Digitization – process and methods – Planning for Digitization - Institutional Repositories- Open Source Software for digital libraries: GSDL - D-Space – E-Prints - Supporting software - Server - Future of Digital Libraries.

Learning Outcomes:

1. To familiar with various electronic resources
2. Acquired knowledge and skills in creating Digital library

Recommended Readings:

1. **Chowdhury, G.G.** Introduction to Digital Libraries. London: Facet, 2003.
2. **Michael Lesk.** Understanding Digital Libraries, Morgan Kaufmann; 2 edition.
3. **Chunxiao Xing Fabio Crestani Andreas Rauber** (Eds.). Digital Libraries: For Cultural Heritage, Knowledge Dissemination, and Future Creation, Springer, 2011.
4. **Kahn, Miriam,** Protecting your library's digital sources: the essential guide to planning and preservation, American Library Association, 2004.
5. **Rajaraman V.** Fundamentals of Computers, PHI, 2014.

Web Resources:

1. <https://ndl.iitkgp.ac.in/>
2. <http://nptel.ac.in/>
3. www.tkdl.res.in/
4. <http://www.wtec.org/loyola/digilibs/toc.htm>

MODEL QUESTION PAPER
M.PHIL DEGREE EXAMINATION
LIBRARY AND INFORMATION SCIENCE

PAPER III: DIGITAL LIBRARIES

Time: 3 hours

Maximum: 75 marks

Answer any FIVE questions

All questions carry equal marks

1. Digital Library: Define and discuss in details of various characteristics of Digital libraries.
2. What do you understand digital data formats? Describe the different types of formats.
3. What is metadata? Describe various types.
4. Define the Institutional Repositories and its attributes.
5. What do you understand by digitization of the Library materials: Discuss in detailed.
6. What is Server? Describe various types of server
7. Discuss the major digital library initiatives in India?
8. Write Short Notes on any THREE of the followings:
 - a) GSDL
 - b) Dublin Core
 - c) Dspace
 - d) ETD
 - e) OAI/PMH

PAPER III

18URLISE04: MARKETING OF LIS PRODUCTS AND SERVICES

Objectives:

1. To Learn the marketing strategies of Information Products and Services
2. To Understand the Product Lifecycle and pricing of information

Unit-I

Marketing of Information; Definition, Purpose- Information marketing – National and Global Scenario.

Unit-II

The user needs – Economics of Information – Pricing Theory; Factors influencing prices, 7Ps, 7Cs in marketing – Branding –Promotion.

Unit-III

Marketing of Library Products; Literature search, Current Awareness Service, Article Alert Service, Upcoming Conferences / Seminars / Workshops, Selective Dissemination of Information, Photocopy, Reference Service, Circulation of periodical contents, Abstracting and Indexing Services, Translation Service, Inter-Library Loan, Patent Information, Web-based Database access etc.,

Unit-IV

Marketing Research – Recent trends in marketing – Marketing Information System- Online marketing Research – Service Marketing.

Unit -V

Information and Publishing Industries – National and International – Electronic Content Management - Evaluation of User Satisfaction.

Learning Outcomes:

- Able to apply current technical concepts on Marketing skills to promote the Library services
- Attained the skills of information products and marketing based on user needs

Recommended Readings:

1. Dinesh K. Gupta, Christie Koontz, Angels Massimo, & Réjean Savard (Eds.), Marketing library and information services: International perspectives, Munich: K.G. Saur, 2006.
2. Dinesh K. Gupta, Christie Koontz & Angels Massimo (Eds.), Marketing Library and Information Services II A Global Outlook, Berlin/Munich: De Gruyter Saur, 2013.
3. James L. Mullins (ed.), Library Management and Marketing in a Multicultural World, Munich: K.G. Saur, 2007.
4. Sueli Mara Soares Pinto Ferreira & Réjean Savard (Eds.), The Virtual Customer: a new paradigm for improving customer relations in libraries and information services, Munich: K.G. Saur, 2006.
5. **Lovelock**, Services Marketing (English) 7th Edition (People, Technology, Strategy), Pearson India.
6. **Dinesh Gupta**, A New Paradigm of Library and Information Services Marketing, Chandos Publishing.
7. **R. SRINIVASAN**, SERVICES MARKETING: THE INDIAN CONTEXT, PHI.
8. **UNESCO**, Introduction to Policies on Marketing Library and Information Services.
9. **Ajay Kumar Sharma**, Marketing, and Promotion of Library Services
http://crl.du.ac.in/ical09/papers/index_files/ical-79_73_172_2_RV.pdf
10. **Dinesh K. Gupta**, Marketing Library, and Information Services.
http://mapageweb.umontreal.ca/savardr/pdf/Gupta_Savard_ELISbis.pdf

Web Resources:

1. www.aslib.co.uk
2. www.ala.org
3. www.chrisolson.com/marketingtreasures
4. www.ifla.org/vii/s34/somm

MODEL QUESTION PAPER
M.PHIL DEGREE EXAMINATION
LIBRARY AND INFORMATION SCIENCE

PAPER III: Marketing of LIS Products And Services

Time: 3 hours

Maximum: 75 marks

Answer any FIVE questions

All questions carry equal marks

1. Describe the characteristics of services in the library
2. Describe Marketing research. Explain the steps involve in marketing research?
3. Explain factors influencing pricing in LIS products.
4. Explain Marketing Information Systems.
5. How to measure Customer satisfaction?
6. Explain Advertising and various types of advertisement.
7. Briefly, discuss National and International databases.
8. Write Short Notes on any THREE of the following:
 - i) 7Ps in Marketing
 - ii) Literature search service
 - iii) Name the Abstracting and Indexing agencies
 - iv) Define Information, Sources of Information
 - v) How should Library Professionals do for Marketing of library and Information Services?

PAPER III

18URLISE05: INDUSTRY INFORMATION CENTRE

Objectives:

- Information centre is to organize and to make the documents available to the users.
- To help people involved in research to identify and retrieve the specific information they need in their research.

Unit – I

Introduction – Need and Functions of Industries Libraries, Types of Industry libraries and types of users and their need.

Unit – II

Collection Development – Objectives and Purpose, Collection development Planning, Implementation and evaluation. Book selection procedure and policies. Selection and Acquisition of books, periodicals, technical reports, patents, standard, government documents, non-book materials including electronic publications: Organization of Information Resources including non-book and electronic publications; Planning and Organization of Library and Information Services.

Unit – III

Web enabled information services, Social networks – Blogs, Twitters, Face book, Research Gate, Google Scholar.

Unit – IV

Industry Communication - Bulletin listing new books, pamphlets, and trade catalogues compilation of bibliographies.

Unit – V

Resource Sharing and Networking of Industry Libraries in India and International.

Learning Outcomes:

**Students get through knowledge about Industry libraries.
Students are capable to manage R&D and special libraries**

Recommended Readings:

- 1. Porter, Marjorie J., Best Practices for Corporate Libraries**, Libraries Unlimited; 1 edition, 2011. (e-Book)
- 2. Connolly, Suzanne. Knowledge and Special Libraries: Series: Resources for the Knowledge-Based Economy**, Butterworth-Heinemann, 1999 (e- Book)
- 3. Bopp, Richard E., Reference and Information Services**, ABC-CLIO, LLC, 2011. (e- Book)