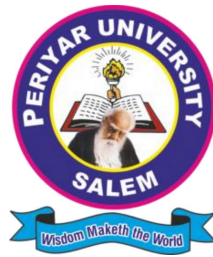# PERIYAR UNIVERSITY

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.

PERIYAR UNIVERSITY
M.Phil. Library and Information Science

1. INTRODUCTION

Growing populations and high standards of living put increasing pressure on our environment. Since the beginning of industrialization and urbanization, we have been facing an increasing number of environmental challenges such as air, water, and soil contamination, energy crisis, land degradation, deforestation, loss of biodiversity, global warming and climate change, etc., Considering the above issues, addressing environmental problems from a scientific perspective is utmost important for today's world. So, there is a need to develop the next generation as skilled professionals in a multidisciplinary Environmental Science programme to solve environmental issues.

2. PROGRAMME OBJECTIVES

(a) To make research scholars proficient in methods and techniques of research and their application to the problems in Library and Information Science;

(b) To give research scholars specialized knowledge in respect of selected areas in Library and Information Science;

(c) To develop information professional skills in managing, organizing, and access the information resources;

(d) To explore the ICT applications and Web technologies for information organization and access; and

(e) To prepare the research scholars for further research leading to Ph.D. or another research degree.

3. PROGRAMME OUTCOMES

After successful completion of the two years programme, the research scholars are expected to have the following:

PO 1: Research scholars are given/brought to light from the knowledge and expertise of research areas in LIS.

PO 2: To meet the information need of the user, they should know how to manage and deliver appropriate information services.

PO 3: Gain knowledge on the importance and role of National and International Information Systems.

PO 4: Understand the different library Software available for Library Automation, Digital Library, and Content management

PO 5: Understand the concepts, theories, various laws, and parameters of metric studies.

PO 6: Scholars are to be equipped with becoming globally competent.

PO 7: Enable to become faculty / Library professionals and scientists in government and research organizations.

PO 8: Obtain skills to pursue a Ph.D. in Library and Information Science along with career prospects.

4. Eligibility

Candidates who have qualified for Postgraduate degree of Library and Information Science (M.L.I.S / M.Lib.I.Sc) 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.

5. Duration

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

6. 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 the Dissertation.

7. **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 a 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 an 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.

S.No Part I	Paper	Title of Paper	Exam Hrs.	Max. Marks
1.	Paper I	Research Methodology	3	100
2.	Paper II	Innovative Technologies for Library and Information Services	3	100
3.	Paper III	Field of Specialization	3	100
Part II	-	Dissertation	-	200
			TOTAL	500

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

Sl. No Part I	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
		12	12	75	225	300	
Part II 04	Dissertation Viva-voce	8+4		50	50^+ 100^*	200	
	Total	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
Seminar	10
Attendance	05
Total Marks	25

8. **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.

9. **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.

10. **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.

11. **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

12. **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.

13. 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*	Marks UE**	Marks 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
		18URLISE05	Industry Information Centre	4	25	75	100
II	IV	18URLISD01	Dissertation and Evaluation	8+4 (12)	50	100	150
			Viva-voce			50	50
			Total	**24**			**500**

* Internal Assessment
** University Examination

PAPER I

RESEARCH METHODOLOGY

18URLISC01: RESEARCH METHODOLOGY

Objectives:

- Understand objectivity, ethical and different approaches to Research trends in Library and Information Science,

- Identify and select the research problems,

- Understand the different tools and techniques for data collection and sampling methods,

- To learn the applications of statistical packages for data analysis,

- Prepare and write research proposals and reports.

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:

- Acquired knowledge about various types of research relevant to LIS,

- Gained knowledge about various types of research methods,

- Understood the ways and means of data collection techniques,

- Familiarized with the applications of tools for analysis and interpreting the data,

- Gained knowledge about writing style manuals and 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

PAPER-II

INNOVATIVE TECHNOLOGIES FOR LIBRARY AND INFORMATION SERVICES

PAPER-II

18URLISC02: INNOVATIVE TECHNOLOGIES FOR LIBRARY AND INFORMATION SERVICES

Objectives:

- Develop skills in the use of appropriate ICT tools to enhance efficiency and effectiveness of Library services,
- To learn different open source tools,
- To develop skills in the organization of digital information-bearing objects,
- To know the process of design and development of digital library systems,
- To understand the various information system and library networks.

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 Sytems – 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:

- Gained knowledge of emerging concepts and Web-enabled services,
- To make the students aware of the latest developments and trends in the field of ICT,
- Attained the knowledge of Design and Organization of Digital Libraries and Content Management Software,
- Students will attain knowledge of Resource sharing and the Library Consortium.

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/
    v. http://www.greenstone.org/
    vi. http://www.dspace.org/
    vii. http://epress.lib.uh.edu/pr/v8/n3/smit8n3.html
    viii. http://www.eprints.org/
    ix. http://moodle.org
    x. http://joomla.org
    xi. http://drupal.org
    xii. http://scigate.ncsi.iisc.ernet.in/raja/
    xiii. http://www.vidyanidhi.org.in/

PAPER III

SPECIALIZATION PAPERS

18URLISE01: USER STUDIES

Objectives:
- To study the concept of the information-seeking behavior of users,
- Explain the different library users and their needs,
- To learn about information literacy concepts, methods, and standards,
- To evaluate the services provided for the users.

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,
- Students understood to conduct various methods to conduct a literacy programme,

- To enable the students to choose an appropriate method for conducting and evaluate users need,
- 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,_users27_education_/et/1932_et_et.pdf

18URLISE02 - BIBLIOMETRICS

Objectives:

- To familiarize with fundamental laws of Bibliometrics and its tools,

- To learn the publication indicators, citations, impact factors, and h-index,

- To make students understand the concept and relevance of citation and Citation Analysis,
- To teach the students to calculate the citation metrics for individual, researchers, and Institutions,
- To teach the students the application of indicators of citation to study the literature growth in different subjects.

Unit – I: Development of Bibliometrics

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

Unit – II: Biblometric 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:

- To the understanding of various laws of Bibliometrics,

- Gained knowledge about calculating citation, h-index, of an individual, institution, and impact factor of journals.

- Acquired skills in various software for visualizing and analyzing the growth of literature.

- Gained complete knowledge of National and International Institutions providing database support services.

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:%22BIBLIOM ETRICS%22,%22s%22:[],%22b%22:{%22filters%22:[]}}
2. https://swayam.gov.in/course/4009-scientometrics

18URLISE03: DIGITAL LIBRARIES

Objectives:

- Explain important concepts and issues and tools associated with digital library,
- Compare and contrast the features and functions of various digital libraries,
- Organize digital library content for user access,
- Describe selected digital library projects and initiatives,
- Design and develop a digital library using open-source software.

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:

- Attained the knowledge of Design and Organization of Digital Libraries: Architecture, Interoperability, Protocols, and Standards,
- Acquired knowledge and skills in creating Digital library,
- To get familiar with various electronic resources,
- To learn the digital library initiatives in Indian perspectives,
- Developing digital library / Institutional Repositories using open-source software.

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

18URLISE04: MARKETING OF LIS PRODUCTS AND SERVICES

Objectives:

- To introduce the students to the basic concepts of marketing,
- To Understand the Product Lifecycle and pricing of information,
- To Understand the Marketing of Library Products and services,
- To understand online marketing and services,
- To learn about the Information Industry.

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:

- Acquired marketing skills for information products and services.
- 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
- Developed the skills and knowledge of marketing research
- Gained knowledge regarding the Role of Information Industries

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 & Àngels Massísimo (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

18URLISE05: INDUSTRY INFORMATION CENTRE (IIC)

Objectives:

- Understand the nature and functions of IIC,
- Gain complete knowledge of information products and services needed for IIC,
- Provide suitable services required for IIC.

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, Twitter, Facebook, Research Gate, Google Scholar.

Unit – IV

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

Unit – V

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

Learning Outcomes:

- To be acquainted with the IIC,
- To train students about the IIC, products, and services,
- To train the students' use of blogs & social network sites to provide library services.
- To develop acquaintance with the national and International level IIC.

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)

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?