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LSH 502

**Third Semester M.L.I.Sc. Degree Examination, December 2018
(CBCS)
LIBRARY AND INFORMATION SCIENCE
Management of Libraries and Information Centres – II**

Time : 3 Hours

Max. Marks : 70

Note : 1) There are **three** Sections viz., Section **A**, **B** and **C**.
2) Marks are indicated against **each** Section.

SECTION – A

I. Write brief answers to the following.

(10×2=20)

- 1) Define Library Planning.
- 2) What do you mean by motivation ?
- 3) Expand PPBS and SWOT.
- 4) What is Public Relations in Library Management ?
- 5) What is Library Committee ?
- 6) Define Job Analysis.
- 7) What is marketing audit ?
- 8) What is market segmentation ?
- 9) Expand PERT and CPM.
- 10) What is ZBB ?

SECTION – B

II. Write short notes on **any four** of the following.

(4×5=20)

- 11) Macro and Micro Planning.
- 12) Performance Appraisal.

P.T.O.



- 13) Library Building and Ranganathan's Five Laws.
- 14) Recruitment and selection.
- 15) Library furniture and equipment.
- 16) Total Quality Management.

SECTION – C

III. Write answers to **any two** of the following.

(2×15=30)

- 17) Discuss the steps followed in Planning of a Library and Information Centre.
 - 18) What is Financial Management ? Explain the steps to be followed in the preparation of a budget in a University Library.
 - 19) Write a detailed note on the marketing of information products and services in a special library.
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