



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN ARCHIVES AND RECORDS MANAGEMENT

BMK 2111: MARKETING IN LIBRARIES, ARCHIVES AND RECORDS
CENTRES

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: 9 May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions

Do not write on the question paper.

Question ONE

(a) Define the following terms and phrases as used in marketing

- i. Promotion (2mks)
- ii. Consumer behavior (2mks)
- iii. Personality (2mks)
- iv. Strategic marketing (2mks)
- v. Communication (2mks)

(b) State and briefly explain four aspects to be looked for in the industry during market research (10mks)

(c) Highlight any five reasons for marketing in Libraries, archives and records centers (10mks)

Question TWO

Discuss any five marketing concepts under which information professionals could operate (20mks)

Question THREE

State and explain, systematically the steps involved in conducting market research (20mks)

Question FOUR

(a) Explain five reasons why some information centers do not conduct marketing (10mks)

(b) Describe the five key components of communication in relation to marketing (10mks)

Question FIVE

Discuss the advantages that accrue from electronic marketing (20mks)