Periyar University
Department of Library and Information Science

M.Phil., Library and Information Science
(with effect from the academic year 2013-2014 onwards)

Syllabus

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

M.Phil., LIBRARY AND INFORMATION SCIENCE

REGULATIONS
(Candidates admitted from 2013-2014 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.

In the case of teachers (or) others registering for part time registration, the minimum percentage of marks for registration is 50%.

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., course shall extend over a period of one year from the commencement of the course.

3. Course of study

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 shall be the field of Sepecialisation 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 for 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 the panel of four name of 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 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 Supervisor through 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				50^{+}		
05	Viva-voce	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 Research	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 possesses a Ph. D., degree or two years of PG teaching experience after qualifying for M. Phil., Degree.

M.Phil., in Library and Information Science (Choice Based Credit System)

Part	Course	Course code	Name of the Course	Credits	Marks		
					IA	ESE	Total
I	I	13URLISC01	Research Methodology	4	25	75	100
	II	13URLISC02	Emerging Trends in Library and Information Science Reserach	4	25	75	100
	III	13URLISE01	User Studies	4	25	75	100
		13URLISE02	Bibliometrics	4	25	75	100
		13URLISE03	Digital Library	4	25	75	100
		13URLISE04	Library Management and Marketing Library Resources	4	25	75	100
II	IV		Dissertation and Evaluation	8+4 (12)	50	100	150
			Viva-voce			50	50
			Total	**24**			**500**

PAPER I

RESEARCH METHODS AND TECHNIQUES

11MPLISC01: Research Methods and Techniques

Unit – I

Research: Concept, Characteristics and Types; Pure, Applied, Action and Inter Disciplinary Research – Logic and Scientific Investigation.

Unit – II

Research Problem: Identification, Selection and Formulation of a Research Problem - Research design - Literature Search and Review of Literature - Hypothesis – Definition - Types and Characteristics. – Testing of hypotheses

Unit – III

Research Methods: Survey – Historical – Case Study – Experimental – Delphi method- Sampling and Sampling techniques.

Unit – IV

Data Collection: Data Sources – Primary Sources and Secondary Sources - Data Collection Methods – Questionnaire, Interview, Schedule- Observation- Data Analysis: Analysis and Interpretation – Statistical Tools and Techniques – Measures of Central Tendency - Frequency Distribution - Regression and Correlation- SPSS – ANOVA – T test – Chi Square

Unit – V

Presentation of Data - Report Writing – Style Manuals – Modern Language Association (ALA) – American Psychological Association (APA) -Chicago Style Manual -..

References

1. **Busha, Charles H. and Harter, Stephen P**. Research Methods in Librarianship: Techniques and Interpretation. New York: Academic Press, 1980.

2. .**Devarajan, G.** Research in Library & Information Science. New   Delhi; Ess Ess, 2002.

3. Gibaldi, Joseph. MLA Handbook for writers of Research Papers, New Delhi, Affiliated East – West Press, 2004

4. **Gopal, M. H**. An Introduction to Research Procedure in Social   Science. Bombay: Asia, 1964.

5. **Goode, William J. and Hatt, Paul K**. Methods in Social Research.   New York: McGraw Hill, 1952.

6. **Kothari, C. R**. Research Methodology – Methods & Techniques.   New Delhi; Vishwa Prakasam., 1996.

7. .**Krishan Kumar**. Research Methods in Library and Information   Science, New Delhi Vikas; 1992.

8. **Murray, R and Moore, S.** The Hand Book of Academic writing . Maidenhead. Poen University Press, 2006.

9. **Panda, B. D**. Research Methodology for Library Science. New   Delhi; Anmol, 1997.

10. **Ravichandara Rao, I. K**. Qualitative Methods for Library and   Information Science. New Delhi: Wiley Eastern, 1985.

11. **Santhosh Gupta.** Research Methodology and Statistical   Techniques. New Delhi; Deep and Deep, 2000.

12. **Sehgal, R. L**. Applied Statistics for Library Science Research. 2   Vols. New Delhi; Ess Ess, 1998.

13. **Simon, J. L**. Basic Research Methods in Social Science: The Art   of Empirical Investigation, 1989.

14. **Stevens, Rolland E**. Research Methods in Librarianship. London: Bingley, 1971.

15. **Ward, P. L** Introductory Guide to Research in Library and   Information Studies in the UK London Library Association,   1975.

16. **Young, Pauline V. and Schmid, C. F.** Scientific Social Surveys   and Research. New Delhi: Prentice Hall, 1984.

M.PHIL.DEGREE EXAMINATION

LIBRARY AND INFORMATION SCIENCE

FIRST SEMESTER

PAPER-I

RESEARCH METHODS AND TECHNIQUES

Time : 3 Hours

Maximum : 75 Marks

Answer any Five questions

All questions carry equal marks

1. What are the different steps involved in research process: Discuss in detail.

2. How do you design your research? Explain types of Research design and their characteristics.

3. What is Hypothesis? Explain the types and characteristics of good hypothesis.

4. What are the different types of Data collection methods followed in Research? Explain any one of them in detail.

5. What are the statistical tools and Techniques used for analysis the data. Briefly explain any one of the statistical tools.

6. Write an essay on Regression and Correlation Analysis in Research.

7. How do you prepare research report? Explain the structure of presentation of good research report.

8. Discuss the various modern IT applications in Library and Information Science Research.

9. Write short notes any **THREE** of the following**:**

   a) APA
   b) MLA
   c) Research Design
   d) Questionnaire
   e) Scientific Method of Research

PAPER II

EMERGING TRENDS IN LIBRARY AND INFORMATION SCIENCE RESEARCH

PAPER II

11MPLISC02 : EMERGING TRENDS IN LIBRARY AND INFORMATION SCIENCE RESEARCH

Unit – I : Basics of Computer

Historical Development of Computer:- Types of Computer - Generations of computers – Operating Systems – DOS, Windows- Unix- Input /Output Devices- Systems Hardware and Software – System Software and Application Software – File organization – serial, sequential, direct and inverted files

Unit – II: Communication Technology and Automation of Libraries

Information and Communication Technology – Origin and Growth – Role of ICT in the development of Library and Information science centre – Librarianship 2.0. - - Library automation –Need for automation – Social, Economical and Psychological Implications of Library Automation System - Study and Planning for Automation – Computerization of Various House Keeping Operations

Unit-III : Networking and Library software packages

Birth of online communication – Internet – Networking in Libraries - Need - Purpose – Types – LAN, WAN, MAN, Topologies — Important Networks in India – NICNET, INDONET, INFLIBNET, ERNET, DELNET - – A Study of Important Library Automation Packages SOUL, LIBSYS – AUTOLIB – NIRMAL- KOHA – ABCD – E print,
.

Unit IV– Digital Library

Digital Libraries – Concept, need, characteristics- Infrastructural facilities and Digitization softwares – Dspace- Greenstone- planning of Digitization – Digital Library Development – Issues Involved – Electronic Resources – Access to Web Based Digital Resources – Electronic Publishing, E-mail and CD ROM Technology. Strategic Management of Digital Libraries – Challenges for Digital Library – Intellectual Property Rights in Digital environment

Unit V– Resource Sharing and Consortia

Resource Sharing - Historical Development Need for – Resource Sharing. Tools for Resource Sharing – Barriers – Library Consortium –Concepts –Need- Types of Consortium- Consortium Initiatives in India - INDEST Consortium and UGC-Infonet Consortium

Reference Books:

1. **Carter, Roger:** The Information Technology Hand Book, London, and Henemann, 1987.
2. **Chowdhury, G.G**. Introduction to Digital Libraries. London: Facet, 2003.
3. **Cooper, Michael D**. Design of Library Automation Systems: File Structures, Data structures and tools. New York: Wiley & Sons,1996.
4. **Cortez, E.M. and Smorch, T.** Planning second generation Automated Library. Westport, CT: Green wood press, 1993.
5. **Gorman, G,E.** Digital factor in Library and Information Services. London: Facet Publishing, 2002.
6. **Haynes, David**. Metadata for Librarianship in India. London: Green wood press, 2004.
7. **Iyer, V.K**. Management of Library Information services, . New Delhi, Rajat Publicaitons, 2002.
8. **Jeanne, F.M**. A Librarian's Guide to the Internet: A Guide to searching and evaluating information, Oxford: Chandos Publishing, 2006.
9. **Lancaster, F.W**. Electronic Publishing and their implications for Libraries and beyond, London, Clive bingley, 1990.
10. **Lucy, A**. Tedd. An Introduction to computer based Library System. Ed.3. Chinchester, Wiley, 2005.
11. **Moorthy, T.A. and Jain, S.P.** Network Access to electronic Documents and its copyright Implications, FID conference proceedings, New Delhi, INSDOC, 2005.
12. **Patel, Jashu**. Libraries and Librarianship in India. London, Greenwood Press, 2001.
13. **Pedley**. Digital Copyright. Ed2. London: Facet, 2005
14. **Rajaraman, V.** Fundamentals of Computers, New Delhi: PHI, 2001
15. **Ravichandra Rao, I.K**. Library Automation. New Delhi, Wiley Eastern Ltd., 1990.

MODEL QUESTION PAPER

M.PHIL.DEGREE EXAMINATION

LIBRARY AND INFORMATION SCIENCE

FIRST SEMESTER

PAPER-II

EMERGING TRENDS IN LIBRARY AND INFORMATION SCIENCE RESEARCH

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. How does ICT play in different role in modern libraries?- Explain.

3. What is Library Automation? Explain the need and purpose of Automation in Libraries.

4. What is circulation control? How do you Automate circulation section? Explain.

5. What are the different operating systems used in libraries?. Explain them briefly.

6. Explain the generation of computers in detail.

7. Write an essay on file organisation and their types.

8. Discuss various types of Networks: Diagrammatically explain.

9. **Writ short notes any THREE of the following:**

   a) CDS/ISIS
   b) Dspace
   c) Historical development of computers
   d) Concept of consortia
   e) LIBSYS

PAPER III

SPECIALIZATION PAPERS

PAPER III
11MPLISE01: USER STUDIES

Unit-I : User and Information Seeking Behaviour

User – Customer – Approaches of user – User expectations - Information Seeking Behaviour – concept, Models – Information Needs – Types of Users.

Unit-II : Major User Studies

User studies: Its basic concept – Definition and Categories – Aims and objectives – Importance of user studies – Need for conducting user studies. Major user studies conducted in India – USA – UK.

Unit – III User studies in Academic Libraries

University and college library user behaviour – evolving a theory of user behaviour – characteristics having effects of user behaviour – patterns of user behavior users and their influencing factors – Limitations in behavioural research in librarianship.

Unit – IV : User Education

User needs and user education: Its basic concept – definition and need for user education – Aims and objectives – planning of user education – problems of user studies and user education. Users interaction with documentary resources and non documentary electronic resources for their current information needs.

Unit –V : Evaluation of User studies

Evaluation of user studies: Important features - failure analysis – Methodology of user evaluation – Oriented evaluation – purpose of user evaluation. User satisfaction analysis.

Reference Books

1. **Das, Kailas Chandra and Patra, Partha Sarathy**. Information Literacy and Seeking Behaviour in Management Institution. SSDN Publishers, New Delhi, 2012.

2. **Devarajan.** User Studies. Allied Publishers, New Delhi, 1987.

3. **Ellis, David.** Modeling the Information Seeking Patterns of Academic Researchers: A grounded Theory approach. Library Quarterly. 63 (4),1993.pp469-486

4. **Kumar, PSG.** Use and User Studies. BR Publications, New Delhi, 2006

5. **Kumar, PSG.** Library and Users: Theory and Practice. BR Publications, New Delhi, 2004

6. **Prasad, H.N.** Information Needs and Users, B.R Publishing Corporation, New Delhi, 1991.

7. **Sridhar, MS**. Library Use and User Research. Concept Publishing Co., New   Delhi

8. **Wilson, T.D.** On User studies and Information needs. Journal of Documentation. 62 (6),2006,pp 658-670

MODEL QUSESTION PAPER

M.PHIL DEGREE EXAMINATION

LIBRARY AND INFORMATION SCIENCE

FIRST SEMESTER

PAPER-III : USER STUDIES

[Time: 3 hours]

Maximum marks: 60

Answer any FIVE questions
All questions carry equal marks

1.   Define user study. Discuss the need for and importance of user studies.

2.   Discuss the Major User Studies Conducted In United Kingdom.

3.   What is bibliographic instruction? Prepare a bibliographic instruction programme for the undergraduate students.

4.   What is evaluation? Discuss the various methods used in evaluation user education programmes.

5.   Discuss the application pf information technology in user education programmes.

6.   Critically evaluate the important user studies conducted in india

7.   What is information seeking behavior? Explain the categories of users and the factors influencing their information seeking behavior

8. Explain the different forms of information sources an university student would interact

9. Write Short Notes on any THREE of the following:

   a) Computer Aided Learning(Cal)

   b) Traveling Workshops Experiment

   c) Orientation Method

   d) Problems of user studies

   e) User education in schools

PAPER III

11MPLISE02 - BIBLIOMETRICS

Unit – I : Development of Bibliometrics
Origin and development of Bibliometrical studies –Nature and scope of Bibliometrics –Historical development of Librametry – concepts of Scientometrics – Informetrics – Econometrics – Webometrics - Bibliometric – Sociometric – Cybermatics.

Unit – II Productivity of Authors
Identifying and defining literature – study of the structure of documents – Authorship studies, - Authorship Pattern – Multiple Authorship - Authors Collaboration - – H Index – Activity Index - g index - - Forms of documents – types of communication in primary literature.

Unit – III : Biblometric Laws
Bibliometric Laws – Lotka's Law – Bradford's Law – Zipf's Law – Law of Least effort – Garfield's Law- Describing literature – Document relationship studies – Citation analysis, Co-citation and self citation –Co citation coupling and bibliographic coupling, mapping the structure in science.

Unit – IV : Productivity of Countries and Institutions
Size and growth of literature –Relationship, associations and groupings – Use of documents for evaluation – Assessment of authors, documents, countries and Institutions.

Unit – V : Databases for Bibliometrics
Web of Science – MEDLINE – Histcite - Testing the effectiveness of abstracting and Indexing services citation index – Their structure, use and methods of compilation – Advancement and research in bibliometrics.

Reference Books

1. **Ashwini Tiwari**, Bibliometrics, Informetrics and Scientometrics: Opening New Vistas of Information Science, RBSA publishers, Jaipur, 2006.

2. **Devarajan.G**, Bibliometric Studies, Ess ess Publications, 1997

3. **De Solla Price (Derek J)** . Little Science, Big Science, Columbia University Press, New york, 1963.

4. **Garfield Eugene**. Citation Indexing , John willley and Sons, New York , 1979

5. **Gayatri mahapatra**, Bibliometric studies, crest publishing House, New Delhi , 2000.

6. **Gayatri mahapatra**, Bibliometric studies in the Internet Era, Indiana publishing House, New Delhi , 2009..

7. **Jena, Kamal Lochan.** Modern Approach to Bibliometric Studies, SSDN Publishers, New Delhi, 2012.

8. **Panda, Bibhu Prasad,**. A Model Bibliometric Study, SSDN Publishers, New Delhi, 2012.

9. **Nicholas, D and Ritchie, M..** Literature and Bibliometrics , Clive Bingley, London, 1978.

10. **Ravichandara Rao, I. K**. Qualitative Methods for Library and Information Science. New Delhi: Wiley Eastern, 1985.

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. Explain different types of communication in the primary literature.
3. Discuss in detail about citation analysis. How it will be helpful for measuring the individual literature performance.
4. What are the various testing techniques to measure the effectiveness of abstracting and indexing services.
5. Explain how the bibliometrical studies will help for the research and literature output.
6. What is Citation Indexing. Sketch out SCI.
7. Discuss the features of co-citation, and self-citation and the methods that applied for the measurement of them.
8. Enumerate different Laws that help for the Bibliometric evaluation.
9. Writ short notes any **THREE** of the following:

   a) Scientometrics
   b) Webometrics
   c) Authorship studies
   d) Cluster-ranking technique
   e) Statistical methods used in Bibliometric study.

PAPER III

11MPLISE03: DIGITAL LIBRARIES

UNIT – I : Introduction to Digital Libraries

Concept of Digital Libraries - Transition of libraries from traditional to digital-: Definitions, Characteristics, Theoretical Fundamentals, merits, demerits and challenges

Unit – II : Digital Library Management

Management of Digital Library - Design and Organization of Digital Libraries: Architecture – Protocols – Metadata – Standards – CCF – MARC – Digital Rights Management

Unit – III : E Collections

Digital Resources – E Books – E Journals – On line Databases - preservation of Digital Collections : Nature and Scope– Digital Library Evaluation

Unit – IV : Digital Library Initiatives

Overview of Major Digital Library Initiatives- Digital Library Initiatives in India, - Open Source Initiatives: Open Archive Initiative (OAI) – Open Access Initiatives

Unit – V : Digitization Softwares

Building the digital library - Digitization – process and methods – Planning for Digitization - Institutional Repositories- Open Source Software for digital libraries: GSDL - DSpace – EPrints.- Future of Digital Libraries

Reference Books

1. **Chowdhury, G.G.** Introduction to Digital Libraries. London: acet, 2003.

2. **Leona, C. Simon**, Shaw and Andrew Prescott. Towards the Digital Library. London: LA, 1998.

3. **Deegan, Merlyn and Tanner, Simon**. Digital Futures: Strategies or the Information Age. London: Facet, 2001.

4. **Gorman, G.E.** The Digital Factor in Information and Library Services. London: Facet, 2002.

5. **Lankes, R. D.** Implementing Digital Reference Services: Setting Standards and making it real. London: Facet, 2002.

6. **Lee, Stuart D**. Digital Imaging: A practical; Handbook. London: Facet, 2000.

7. International Conference on Digital Libraries. ICDL 2004. TERI, New Delhi. 2004.

8. **Upadhaya, J.L**. Information Retrieval and Digital Libraries New Delhi, Shree Publishers and Distributors, 2004

9. **Vijay Lakshmi and S.C.Jindal**. Digital Libraries V 1,V2, & V3 Delhi, Isha Books, 2004.

10**. Deegan.** Digital Preservation. London: Facet, 2006

11. **Pedley.** Digital Copyright. Ed2. London: Facet, 2005

MODEL QUSESTION 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 Libraries: Define and discuss in details of various characteristics of Digital libraries.

2. What are the theoretical fundamentals of digital Libraries?

3. Importance of Institutional Repositories: Explain in detail.

4. How to create a metadata and discuss in detail.

5. Write a note on Define Institutional Repositories and its importance.

6. How to digitization of the Library materials: Discuss.

7. Importance of Open Archive Initiatives: Discuss.

8. What is status of digital library initiatives in India?

9. Write Short Notes on any THREE of the following:

    a) GSDL

    b) Meta data

    c) Dspace

    d) E-Prints

        e)   Merits and Demerits of Digital Libraries.

11UPLIS1E08: Library Management and Marketing Library Resources

Unit-I
Role of University / College Libraries in Higher Education: Growth of University Libraries in India- Role of UGC in the promotion of University and College Libraries – Role of Research Libraries in R & D activities

Unit-II
Collection Building in Public Libraries – School Libraries- College Libraries – University Libraries and Research Libraries – Current Trends- Automation in Academic and Research Libraries in India

Unit-III
Planning and Management: Resource Sharing – Manpower and Staff Formula – University and College Library Authorities – Centralization – Decentralization - User Community: Assessment of Information needs and User Education

Unit-IV
Marketing Plan and Research – Market Segmentation and Targeting – Geographic and Demographic Segmentation – Behavioral Segmentation – User Behaviour and Adoption

Unit V
Information and Publishing Industries – National and International - Marketing of Information Products and services – Evaluation of User Satisfaction -

References

1. **Anderson, A.R.** Advancing Library marketing ; Journal of Library Administration. 1(3)1980pp17-32.

2. **Bellardo, T and Waldhart, T.J**. Marketing Products and Services in Academic Libraries. Austin TX: Austin Press, 1976

3. **Eisner, J** Ed. Beyond PR: Marketing for Libraries. Library Manual Special Report,1981

4. **Katz, W.A**. Collection development , the selection of materials for libraries New York . Holt, Rinehart and Winston, 1980.

5. **Kelley, E. J.** Marketing : Strategy and functions Prentice Hall NJ, 1965

6. **Kotler, P**. Marketing for Non-Profit Organisations. Prentice Hall NJ, 1975

7. **Krishan Kumar** : Library Administration and Management . New Delhi : Vikas , 1987.

8. **Mittal, RL**   Library Administration : Theory and Practice . 5th ed. Delhi .Metropolitan , 1984.

9. **Narayana , G.J**. Library and Information Management , New Delhi PHI 1991.

10. **Ranganathan , S.R**. : Library administration . 2nd ed. Bombay : Asia . Seetharama, S.Ed: Libraries and Information Centres as profit making   organizations. (DRTC Workshop 9-11 Aug,1995)Bangalore : DRTC, ISI,1995

11. **Sharma , J.S.** Library Organization . New Delhi : Vikas, 1978.

12. **Weingand, D.E.** Marketing for Information Agencies. Ablex Publishing, NJ,1984

MODEL QUSESTION PAPER
M.PHIL DEGREE EXAMINATION
LIBRARY AND INFORMATION SCIENCE
PAPER III : Library Management and Marketing Library Resources

Time: 3 hours   Maximum:75

marks

Answer any FIVE questions
All questions carry equal marks

1. Describe the methods used for periodical subscription, bring out merits and

   demerits.

2. Discuss the methods and procedures for book selection in a library.

3. Explain the sources of library finance for public libraries and describe

   ZBB.

4. Examine the various methods used for Stock verification.

5. How to create a metadata and discuss in detail.

6. Explain user behavior. Describe in detail about the decision making

   process of a user in selecting a particular library.

7. Explain the significance of STP(Segmenting, Targeting and Positioning)

   in marketing.

8. Discuss the various impacts of information technology on market

   decisions.

9. Briefly discuss about National and International marketing of information products and services.

10. Write Short Notes on any THREE of the following:

    a) Collection development policy

    b) PPBS

    c) Nework charging system

    d) Four C s of Kotler

    e) Marketing information system