

THE OPEN UNIVERSITY OF SRI LANKA  
INFORMATION STUDIES UNIT  
FACULTY OF HUMANITIES AND SOCIAL SCIENCES  
BA DEGREE IN LIBRARY AND INFORMATION STUDIES  
LEVEL 6 (SEMESTER I)  
HSU6303 – SERVICE MARKETING & COMMUNICATION  
FINAL EXAMINATION – 2019/2020



DURATION: THREE (03) HOURS ONLY

Date: 08<sup>th</sup> March 2020

Time: 9.30 a.m. – 12.30 p.m.

Instructions:

- Answer only five (05) questions
- All questions carry equal marks

01. (i) What is service quality? Define in relation to libraries. (5 Marks)  
(ii) Discuss quality criteria that can be applied to libraries with examples. (Limit your answer to seven criteria). (15 Marks)
02. “Interpersonal communication is essential in library services”.
  - (i) What is interpersonal communication? Explain briefly. (3 Marks)
  - (ii) Briefly explain the different types of interpersonal communication methods used by librarians with suitable examples. (7 Marks)
  - (iii) Briefly describe communication strategies a librarian can apply while serving users. (10 Marks)
03. Explain the constituents of the services mix in relation to library services. (20 Marks)
04. “A librarian plays the role of a public relation officer by implementing public relations in libraries using different ways and methods” Discuss the statement with examples. (20 Marks)
05. (i) What is brand/ image marketing? (5 Marks)  
(ii) Human activities, information resources, physical facilities and appearance are some factors that are important to promote the library as a brand. Discuss how each factor contributes to develop a brand for the library. (15 Marks)

06. (i) Differentiate needs, wants, and demands of a library user. (6 Marks)
- (i) Briefly describe segmentation, targeting and positioning in relation to library service marketing with examples. (14 Marks)
07. “Library professionals and para professionals need certain skills and competencies for successful marketing”. Critically evaluate this statement. (20 Marks)
08. Marketing services is difficult than marketing goods due to certain characteristics of services. Explain with examples related to library service marketing. (20 Marks)
09. Write short notes on any four. (5 Marks each)
- a) Information marketing
  - b) Samuel Swett Green
  - c) Holistic marketing concept
  - d) The Gap Model
  - e) Promotional mix
  - f) Marketing strategies for children’s library
  - g) Market research