

THE OPEN UNIVERSITY OF SRI LANKA
 FACULTY OF HUMANITIES AND SOCIAL SCIENCES
 INFORMATION STUDIES UNIT
 BA IN LIBRARY AND INFORMATION STUDIES
 LEVEL 6 (SEMESTER I)
 FINAL EXAMINATION – 2024/2025
 HSU6303 – SERVICE MARKETING AND COMMUNICATION



DURATION: THREE (03) HOURS ONLY.

Date: 01. 09. 2024

Time: 9.30 am – 12.30 pm

Instructions:

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

- 1) Discuss the **unique characteristics** of service marketing compared to goods marketing and provide examples from a library setting. (20 marks)
- 2) *"The library's mission is not only to provide access to information but also to enhance the overall well-being of the community and address broader societal issues by applying various marketing strategies."*
 Identify the **marketing philosophy** mentioned in the above statement and explain how a library can implement this philosophy through different strategies. (20 marks)
- 3) Explain the **benefits** of applying marketing strategies in libraries, limiting your answer to six key aspects. (20 marks)
- 4) Service quality in libraries is complex and multifaceted. It is a crucial concept in management and is now widely adopted globally.
 - (i) Define service quality from a library perspective. (5 marks)