

THE OPEN UNIVERSITY OF SRI LANKA
INFORMATION STUDIES UNIT
BA DEGREE IN LIS – LEVEL 6 (SEMESTER I)
HSU6303 - SERVICE MARKETING AND COMMUNICATION
FINAL EXAMINATION – 2021/2022



DURATION: THREE (03) HOURS ONLY.

Date: 24.04.2022

Time: 1.30pm – 4.30pm

Instructions:

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

1. i. Define 'Needs', 'Wants', 'Demand' and 'Market' with suitable examples (10 marks)
ii. 'The ultimate purpose of marketing is to create and exchange value.' elaborate this statement. (10 marks)
2. i. Name five key stakeholders related to your library? (5 marks)
ii. 'The primary objective of relationship marketing is to build long-term relationships that will satisfy all stakeholders.' Justify this statement considering the above five stakeholders. (15 marks)
3. i. What are the specific characteristics of service? (10 marks)
ii. Explain the 7 P's in marketing relating to a library environment. (10 marks)
4. i. What is information marketing? (5 marks)
ii. Identify five information marketing methods for a library of your choice. (5 marks)
iii. Explain how you can effectively use the above methods to promote your library.
(10 marks)

5. i. Why do you think building a strong brand name is essential to your library? (5 marks)
ii. Explain how can you do that. (15 marks)
6. What qualities do library staffs need to give effective services to the users/customers? Explain with suitable examples. (20 marks)
7. i. What are the main elements of the marketing plan? (10 marks)
ii. Segmentation is a key criteria of a marketing plan. What are the existing users segments in your library. (5 marks)
iii. What are the new information services that can be introduced for each segment identified? (5 marks)
8. i. Name eight points for effective service quality criteria for libraries? (08 marks)
ii. Explain five of them taking your own library as an example. (12 marks)