

THE OPEN UNIVERSITY OF SRI LANKA
 INFORMATION STUDIES UNIT
 FACULTY OF HUMANITIES AND SOCIAL SCIENCES
 BA IN LIBRARY AND INFORMATION STUDIES
 FINAL EXAMINATION - 2023
 LEVEL 6 (SEMESTER I)
 HSU6303-SERVICE MARKETING AND COMMUNICATION SKILLS



DURATION: 3 hours

Date: 20.08.2023

Time: 9.30am-12.30pm

Instructions

Index No:/Reg.No:

Answer only five (05) questions

All questions carry equal marks

1. Define and discuss the concepts of needs, wants, value, and customer satisfaction in relation to library services. (20 marks)
2. Segmentation is a key element in the market plan.
 - i. Define segmentation and explain briefly why it is crucial for effective marketing strategies. (8 marks)
 - ii. Describe the different variables commonly used in segmentation with examples. (12 marks)
3. How can library services and brand be effectively promoted using the elements of the promotional mix? Provide suitable examples to support your answer. (20 marks)
4. Public relations is not just communicating with the user. Discuss the three main aspects of public relations beyond user communication with relevance to the library environment. (20 marks)
5. i. What is the "marketing mix"? define and describe briefly. (6 marks)
 - ii. Illustrate how the 7P elements can be utilized to market the following services: (a) laptop lending service to users, and (b) human library project. (14 marks)
6. Discuss the challenges faced by librarians when initiating and implementing marketing strategies in a library. Support your discussion with suitable examples. (20 marks)

7. i. Define "service quality" in relation to libraries using authorized definition. (6 marks)
ii. Discuss Quality criteria that can be applied to a library web site with suitable examples.
limit your answer to 7 criteria. (14 marks)
8. Library professionals and paraprofessionals need effective interpersonal communication skills for successful marketing and for building public relations. Critically evaluate this statement.
(20 marks) ,
9. Write short notes on any four of the following topics
- i. Market place and market space
 - ii. Holistic marketing concept
 - iii. Characteristics of services
 - iv. Market research
 - v. Marketing strategies for school libraries
 - vi. Market plan
- (5x4=20 marks)