

NATIONAL UNIVERSITY OF LESOTHO
FACULTY OF HUMANITIES
DEGREE IN LIBRARY AND INFORMATION STUDIES
BLIS 2308: ADVOCACY AND PROMOTION OF LIBRARIES

JUNE 2023

MARKS 100

TIME: 3 HOURS

INSTRUCTIONS

- Section A is compulsory.
 - Answer any **THREE** questions from Section B.
 - Begin each question on a **FRESH** page.
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SECTION A (Compulsory)

QUESTION 1

Discuss the unique characteristics of a service and give relevant examples relating to library and information service. [25]

SECTION B (Answer any 3 questions)

QUESTION 2

Explain the term segmentation, giving four variables that can be used to segment a market in the service industry. [25]

QUESTION 3

Write explanatory notes on each of the following:

- a. Product research
- b. Service research
- c. Customer research
- d. Advertising and Promotion research
- e. Sales and Distribution research

[25]

QUESTION 4

Explore the seven (7) elements of a marketing mix, and show with relevant examples how each element relates to the effective promotion of information services. [25]

QUESTION 5

Elaborate on the role of advertising, sales promotion, publicity and direct marketing in the communications mix.

[25]

QUESTION 6

Define advocacy and explain the steps through which the library and information service may advocate support from decision makers. [25]