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**University Examinations 2014/2015**

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN INFORMATION SCIENCES

**CIC 3110: INFORMATION LITERACY AND USER STUDIES**

**DATE: DECEMBER 2014 TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**SECTION A (30 MARKS) Question 1 is compulsory**

**QUESTION ONE**

1. Define the following terms
2. Information need (3 marks)
3. User studies (3 marks)
4. Information literacy (3 marks)
5. Services marketing mix (3 marks)
6. User characteristics (3 marks)
7. Identify any three types of users with special needs and briefly explain how MUST

library can meet their information needs (6 marks)

 (iii) What challenges do libraries face in conducting user studies (5 marks)

1. As an information professional, suggest possible solutions to the above problems

(4 marks)

 **SECTION B (40 MARKS) Answer any two (2) questions**

**QUESTION 2**

Libraries must constantly market their products and services to their users to ensure maximum utilization

1. Define a marketing plan (2 marks)
2. As the Head Librarian of MUST, illustrate how you will apply the 4ps to ensure a successful outcome (8 marks)
3. What challenges are libraries likely to encounter when marketing their products and services (5 marks)
4. Suggest possible solutions to the above problems (5 marks)

**QUESTION THREE**

1. Clearly describe how you would conduct the process information literacy in a user group of your choice (8 marks)
2. Discuss the challenges faced by institutions of higher learning while conduction information literacy programmes (6 marks)
3. What initiatives are being taken to counter the above mentioned challenges

(6 marks)

**QUESTION FOUR**

With the current explosion of information, managing the information has become more difficult, and this has led to information overload.

1. Define information explosion (2 marks)
2. As a student, what criteria would you use to evaluate reference information sources (8 marks)
3. What is plagiarism (2 marks)
4. Describe how would you avoid plagiarism when writing your term papers and assignments 8 marks)