

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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**University Examinations 2016/2017**

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF SCIENCE IN INFORMATION SCIENCE

**CIS 3100: INFORMATION LITERACY AND USER STUDIES**

**DATE: DECEMBER 2016 TIME: 2 HOURS**

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

**QUESTION ONE (30 MARKS)**

1. Define the concept user studies (2 marks)
2. Explain six (6) reasons why, as the university Librarian of MUST you would carry out users studies (6 marks)
3. Briefly describe the steps you would take in planning, organizing and conducting a user study of MUST library (8 marks)
4. Define the term Information literacy (2 marks)
5. Imagine you are the University Librarian of MUST library, discuss any four (4) information literacy initiatives/programmes you would employ in your library (8 marks)

**QUESTION TWO (20 MARKS)**

1. Define marketing in relation to library activities (2 marks)
2. ICT is central in the marketing and promotion of library. Discuss 4 points in support of this statement (8 marks)
3. Identify and briefly describe any two (2) types of users with special needs (2 marks)
4. Briefly explain how MUST library can meet the information needs of the above 2 groups

(10 marks)

**QUESTION THREE (20 MARKS)**

While performance evaluation is crucial and beneficial to information services, in developing countries, it is the least practiced management tool in these countries (Town 1988)

1. Define the term performance evaluation (2 marks)
2. Discuss six (6) reasons of evaluating library series in Kenya (6 marks)
3. Briefly explain six (6) points on how you would employ ICT to conduct user studies (12 marks)

**QUESTIN FOUR (20 MARKS)**

1. Define the term information need (2 marks)
2. Using illustrations, discuss the process that takes place in the information seeking behavior process (8 marks)
3. Define the concept library cooperation (2 marks)
4. Although library cooperation has played a crucial role in providing needed materials; its role is increasingly being diminished. Discuss. (5 marks)
5. What is a public library (3 marks)

**QUESTION FIVE (20 MARKS)**

1. Explain six (6) reasons why you would use interview method as a methodology in conducting a customer satisfaction survey in a library or information centres. (6 marks)
2. Discuss six (6) ways to show how Meru University of Science and Technology library has met the needs of its users. (6 marks)
3. Briefly explain how you would use the 4ps of Marketing Strategies to market MUST library services (8 marks)