6. Define TQM. Compare the old and new cultures of quality management. 7+7=14

UNIT-IV

7. Define marketing. Discuss the need of marketing in library and information centres. 7+7=14

8. What do you mean by marketing mix? Differentiate between marketing and selling. 7+7=14

UNIT-V

9. What do you mean by knowledge management? Discuss the five KM processes. 7+7=14

10. Write a short note on any two of the following : 7x2=14

    (i) KM Tools

    (ii) ISO 9001

    (iii) PERT-CPM

    (iv) SWOT

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PG Odd Semester Examination, 2022

LIBRARY & INFORMATION SCIENCE

(3rd Semester)

Course No.: LISCC-301

(Management of Library and Information Centres-II)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.

UNIT-I

1. What do you understand by financial planning and budgeting? Prepare a model budget for a college library. 7+7=14

2. Define outsourcing? Select five library activities for outsourcing with proper justification. 4+10=14

UNIT-II

3. Define Project Management. Discuss some project management tools giving exampels from library projects. 4+10=14

4. What do you mean by performance evaluation? Discuss the various performance evaluation models applicable in LICs. 4+10=14

UNIT-III

5. Define quality. Discuss the principles of quality management. 4+10=14