

MAY 2013

P/ID 5955/MSE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the importance of planning in Library and information system.
2. What is meant by personal management? Explain the staff formula of S.R. Rangannathan with suitable examples.
3. Define Budget? Explain the various sources of income for a college library.
4. Discuss briefly the scientific principles of management.
5. Discuss POSDCORD and its relevance to library management.
6. Define concept of marketing. Discuss in detail Four pillars of marketing concept.
7. Explain the criteria to evaluate the Library System.
8. Define Pricing of information. Explain pricing in Library Products and Services.

9. Write short notes on any THREE of the following :
- (a) System Analysis
 - (b) Cost Effective Analysis
 - (c) Types of Planning
 - (d) Human Relation Schools Thought
 - (e) Recruitment and Selection
 - (f) Market Segmentation.
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