

OCTOBER 2012

**P/ID 5951/MSA**

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Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the Shannon – Weaver theory of Communication.
2. Discuss the characteristics of information.
3. Define information. Explain the factors that contributed for the growth of information.
4. State and explain the formal channels of Communication.
5. Define user study and explain the theories relating to user studies.
6. Discuss the role of information in the knowledge society.
7. Examine the information needs and information seeking behaviour of Scientists.
8. Discuss the role of information agents in information transfer among libraries.

9. Write short notes on any THREE of the following:

- (a) National Information Policy
  - (b) Information Analysis Centre.
  - (c) Data centres.
  - (d) Barriers of Communication
  - (e) Information diffusion
  - (f) Properties of information.
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