

MAY 2013

P/ID 5951/MSA

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Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the factors that contributed for the growth of information.
2. Discuss the role of formal channels in the communication of scientific information.
3. Define information intermediary. Discuss the role of information Brokers in formation transfer
4. Mention the barriers to communication and explain how you would over come these barriers.
5. Explain the role played by information in the economic development of a country.
6. Discuss the need for an functions of 'Data centres' and 'Referral Centres'.
7. What is meant by user study? Discuss the methods and techniques used to conduct user studies.

8. Explain the need for National information policy.
  9. Write short notes on any three of the following.
    - (a) Shannon-Weaver theory.
    - (b) Information analysis centre.
    - (c) Properties of information.
    - (d) Informal channels of communication.
    - (e) Information explosion.
    - (f) Information consultants.
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