



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91 Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi, Abuja.
Department of Library and Information Science
2025_2 EXAMINATIONS_

COURSE CODE: LIS 316

COURSE TITLE: Advocacy & Marketing Library & Information Services

CREDIT UNIT: 2

TIME ALLOWED: 2HOURS 15 MINUTES

INSTRUCTION: ANSWER QUESTION **ONE** AND ANY **OTHER TWO**

1a. Explain five (5) types of Market Segmentation. (15Mks)

1b. Discuss the three (3) target marketing process? (15Mks)

2. Establish (10) reasons for embarking on marketing of goods and services to customer/ users. (20Mks)

3. Explain five (5) various channels used in the marketing of library services to library users. (20Mks)

4a. Discuss five (5) Core Concepts in Marketing. (10Mks)

4b.b Outline the steps involved in the development of Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. (5Mks)

4c. Explain five (5) Disadvantages of Target Marketing (5Mks)

5A. List and discuss five (5) microenvironment forces that determine the marketing processes in marketing environment. (15Mks)

5B. Outline five processes of forming a segment in a marketing environment. (5Mks)