

( 2 )

2B. What is 'knowledge asset'? How is it related to 'knowledge management? Discuss its role in an organization. 3+5+7

3. Write short notes on any *two* of the following : 5x2
- (a) Marketing Mix
  - (b) Characteristics of 'Industrial Society'
  - (c) Change Management
  - (d) Information as commodity

—— X ——

Ex./ML/01/43/2018

**MASTER OF LIBRARY & INFORMATION SCIENCE  
EXAMINATION, 2018**

(2nd Semester)

**Information Science and Communication**

**Paper - ML - 01**

Time : Two hours

Full Marks : 40

Answer *all* questions.

1A. "The information society is an economic reality and not simply a mental abstraction. The slow spread / dissemination of information ends – new activities, operations and products gradually come to light" – John Naisbitt. Explain the quote. 15

**OR**

1B. Explain the following : 5x3

- (a) Cost, price and value of information products
- (b) "An economic cost is a benefit lost"
- (c) Asymmetric information

2A. Define 'information management'. Discuss its characteristics. Illustrate different principles associated with effective information management. 2+4+9

**OR**

(Turn Over)