

Master of Library and Information Science Examination, 2022

1st Semester

Fundamentals of Information Science

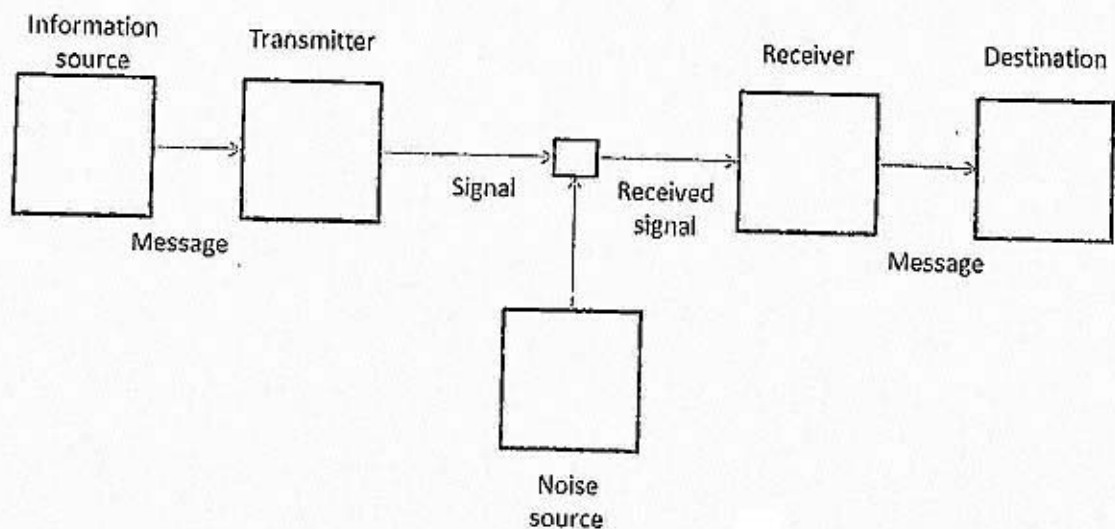
ML-01

Full Marks: 50

Time: 2 hours

Answer any five questions.

1. '...Information is an attribute of receiver's knowledge and interpretation of the signal, nor of the sender's, nor some external omniscient observer's, nor the signal itself'. Explain 10
2. According to Wersig, 'There is little proof that specific kind of organization provides a sound basis for a scientific or academic discipline. As long as there are no disciplines such as hospital science or jail house science. The concept of library science is not very convincing.'-Justify. 10
3. Discuss the following diagram:



4. State your idea on the following: 2.5x4
 - a. Faith
 - b. Information Society
 - c. Freedom, confidentiality and privacy of information
 - d. Information overload

5. Discuss the following in relation to 'Economics of information': 2.5x4

- a. Social media marketing of information product
- b. Native Advertising of information product
- c. Marketing Mix
- d. Opportunity Cost

6. How do you measure the growth of knowledge ? Discuss -. 10

7. Write short note on any two of the following: 5x2

- a. Fundamental equation of information science
- b. Pricing of information product
- c. Censorship
- d. 'Structural definition of information'