

(2)

2B. Define 'Knowledge Management'. State points of differences between 'Information Management' and 'Knowledge Management'. Discuss the utilities of 'Knowledge Management' in an organization. 3+4+8

3. Write short notes on any **two** of the following : 5x2
- (a) Knowledge asset
 - (b) Information economics
 - (c) Management of change
 - (d) 'Economic cost is a benefit lost

— X —

Ex./ML/01/43/2017

MASTER OF LIBRARY & INFORMATION SC. EXAMINATION, 2017

(2nd Semester)

Information Science and Communication

Paper : ML - 01

Time : Two hours

Full Marks : 40

Answer **all** questions.

1A. Information Society is "The society, in which information is regarded as essential means for new organizations of practices, increasing especially economic productivity. A large group of people work in information-related occupations."—Explain. 15

OR

1B. What is meant by "Marketing of Information"? In this connection discuss the following :

(a) Market equilibrium

(b) Marketing mix

(c) Market segmentation

3+4x3

2A. Define 'Information Management'? Discuss different concept? Closely related in it. How does technology affect its methodologies? Illustrate. 3+7+5

OR

(Turn over)