

- b) Information Society
 - c) Confidentiality and privacy of information
 - d) NIP
5. What is meant by 'marketing of information product'? In this connection, discuss the following: 2.5+2.5×3
- a) Cost of information product
 - b) Pricing of information product and
 - c) Value of information product
6. Define communication. Discuss different types of 'Non-verbal communication'. 3+7
7. Write short notes on any *two* of the following: 5×2
- a) Wisdom
 - b) ASK
 - c) Fundamental Equation of Information Science
 - d) Market segmentation

**MASTER OF LIBRARY AND INFORMATION SCIENCE
EXAMINATION, 2023**

(1st Year, 1st Semester)

FUNDAMENTALS OF INFORMATION SCIENCE

PAPER – ML-01

Time : Two hours

Full Marks : 50

Answer *any five* questions.

1. Give your opinion on the following statement: 2.5×4
 - a) Information is the reduction of uncertainty.
 - b) Information is a process by which one mind affects another.
 - c) Information is a pattern or design that rearranges data for instrumental purposes.
 - d) 'Information' is information, not matter, not energy — it is a fundamental concept.
2. Illustrate the concept 'World Three'. Why does knowledge grow? Discuss. 4+6
3. a) Discuss 'recipient controlled communication system' proposed by Belkin. 5
 - b) What are the subfields of information science – Discuss. 5
4. Discuss the following concepts: 2.5×4
 - a) Censorship