

communication. How does language affect the communication process ? 2+3+2+3

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

- a. Digital Divide b. Intelligence
c. Wisdom d. NEWS

**MASTER OF LIBRARY AND INFORMATION SCIENCE
(DIGITAL LIBRARY) EXAMINATION, 2023**

(1st Year, 1st Semester)

Fundamentals of Information Science

Course : MLDL-01

Time : Two Hours

Full Marks : 50

The Figures in the margin indicate full marks.

Answer any five questions

1. What are the problems of defining 'information' –Discuss. Explain it in the light of fairthorne's definition. 5+5
2. What are 'personal knowledge' and 'social knowledge' ? Why does know ledge grow ? How do you measure of growth of knowledge ? 3+2+5
3. Define 'information science'. Map its domain. 3+7
4. What is 'Fundamental equation of information science' ? Discuss. Illustrate 'Mathematical' and 'Semantic' theory of information. 5+5
5. Discuss the following in relation to 'Economics of information' : 5x2
 - a. Marketing Mix b. Social Media Marketing
6. Define communication. Discuss the elements of communication. Describe in brief, the difference between two major models of