

6. Discuss '7 Ps' of 'Marketing'. State your idea on 'cost' and 'price' of information product. 5+5
7. Write short notes on *any two* of the following: 5×2
  - a) Mathematical and semantic theory of information
  - b) Intelligence
  - c) Digital Divide
  - d) 'Generalized library based model for information science' – Ford & Miksa.

**MASTER OF LIBRARY AND INFORMATION SCIENCE  
EXAMINATION, 2024**

(1st Year, 1st Semester)

**FUNDAMENTALS OF INFORMATION SCIENCE**

**PAPER – ML-01**

Time : Two hours

Full Marks : 50

Answer *any five* questions.

1. What is meant by 'Information Science'? What are the theoretical and practical parts studied by 'information science'? Discuss with examples from different participating subjects. 2+4+4
2. 'Information' is not the stuff but process. It is the process of being informed. 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
3. Discuss the following: 2×5
  - a) Information Overload
  - b) Indigenous Knowledge System
4. Define 'Data'. State your idea about data related to science. 2+8
5. Explain the concept 'World Three'. State your idea about 'growth pattern of knowledge'. 3+7