



MAASAI MARA UNIVERSITY
UNIVERSITY EXAMINATIONS FOR 2019/2020
ACADEMIC YEAR

EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE IN INFORMATION
SCIENCES

THIRD YEAR FIRST SEMESTER EXAMINATION

(REGULAR)

SCHOOL OF SCIENCE AND INFORMATION SCIENCE

COURSE CODE: INS 3120

COURSE TITLE: MARKETING OF RECORDS AND ARCHIVES SERVICES

DATE: 3RD DECEMBER, 2019

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

**Question one in section "A" is compulsory. Answer any other two from section "B"
Illustrate your answers where necessary.**

SECTION "A"

(Total 30 MARKS)

Question: 1

- a) Explain the following archives and records marketing concepts: archives, records, information, Advocacy and marketing **(5 marks)**
- b) What is the relationship between suppliers and customers in marketing? **(4 marks)**
- c) Explain different kinds of archives and records marketing services **(4 marks)**
- d) Critically explain four components of marketing processes if applied they can enhance customers' value satisfaction **(4marks)**
- e) Why is marketing important in provision of archival services? **(4marks)**
- f) What are the four activities, or components, of marketing processes? **(4marks)**
- g) Explain the difference between an archive and a record center **(4marks)**

SECTION "B": ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTIONS

2. a) Explain how archivists manage current and retrospective archival resources **(10 marks)**
b) Explain different archival services programs which informs the public about archives holdings and reference awareness services about the value of archival repositories **(10 marks)**
3. a) Distinguish between Internal versus External Marketing of archival services **(5 marks)**
b) Explain the barriers that hamper archival marketing strategies **(5marks)**
c) "Marketing is indeed a mix of persuasion". Explain some of the marketing strategies that can enhance archival marketing strategies **(5 marks)**

d) Discuss the role of records and archives as a crucial source of information in archival marketing **(5 marks)**

4. Marketing is indeed a mix of persuasion, critically explain the role of IT in enhancement of managing, dissemination, sharing and access of the archival intellectual properties **(20marks)**

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