



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF SCIENCE AND INFORMATION SCIENCES  
UNIVERSITY EXAMINATIONS FOR THE  
DEGREE OF BACHELOR OF SCIENCE  
(INFORMATION SCIENCE)**

**COURSE CODE: INS 3120  
COURSE TITLE: MARKETING OF RECORDS AND  
ARCHIVES SERVICES**

**DATE: 4<sup>TH</sup> DECEMBER, 2018**

**TIME: 0830 - 1030HRS**

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**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

Q.1. (a). Assess the suitability of on-line marketing of archives and records services. (10 marks)

(b) Discuss the merits of using television as a promotional tool in marketing records and archives services in Kenya. (10 marks)

(c) Discuss five promotional strategies that can be used in marketing records and archives services in a rural community. (10 marks)

Q.2. Explain why information centres should market records and archives services. (20 marks)

Q. 3. Discuss market segmentation and show the criteria you would use in segmenting a market for records and archives services. (20 marks)

Q.4. Describe any five factors you would consider in selecting a target market for records and archives and explain the different approaches to market targeting. (20 marks)

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