MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR DEC 2023 EXAMINAITONS

M.L.I.Sc – Second Semester

Marketing of Library Sources and Services

Sub Code: DLSM21

1. **(a)** Describe about Need, Objectives and Philosophy of Marketing.

   (or)

   (b) Elucidate the E- Marketing in libraries.

2. **(a)** Brief explain about strategic planning and Techniques.

   (or)

   (b) Write a brief note on management consultancy on librarianship.

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M.L.I.Sc – Second Semester

Research Methodology

Sub Code: DLSM22

1. **(a)** What do you mean by research? What are the methodological and

   ethical issues that the researcher give through the study?

   (or)

   (b) What methods will you adopt to collect data? Differentiate between

   primary date and secondary data.

2. **(a)** Describe the different sampling techniques?

   (or)

   (b) Write a detail note on qualitative research.

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M.L.I.Sc – Second Semester

Advanced Knowledge Organization - II (Cataloguing Theory)

Sub Code: DLSM23

1. **(a)** Why is it necessary for libraries and information services to follow standard rules in the description of their catalogue records?

(or)

(b) Write a detailed description of AACR and explain its role in descriptive cataloguins.

2. **(a)** What are the general principles for assigning subject headings?

(or)

(b) Discuss the importance of the theory of specific entry in cataloguins.

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M.L.I.Sc – Second Semester

Web Technologies

Sub Code: DLSE26

1. **(a)** Explain Web 2.0 based library service.

    (or)

    (b) Write a detail note on basic characterstics of library 2.0.

2. **(a)** Briefly explain the Markup language.

    (or)

    (b) Discuss about the meta search engines.

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M.L.I.Sc – Second Semester

Digital Libraries

Sub Code: DLSE27

1. **(a)** Write the needs of Digital library.

   (or)

   (b) What is Digitization? Write the advantages of Digitization.

2. **(a)** Write a detail note on "Virtual Library".

   (or)

   (b) Write any two "Web content Management System".