

# **MANONMANIAM SUNDARANAR UNIVERSITY**

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR MAY 2025 EXAMINATIONS

**M.L.I.Sc – Second Semester**

**Marketing of Library Sources and Services**

**Sub Code: DLISM21**

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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**Research Methodology**

**Sub Code: DLISM22**

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 data and secondary data.

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

**(or)**

- (b)** Write a detail note on qualitative research.

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**Advanced Knowledge Organization - II (Cataloguing Theory)**

**Sub Code: DLISM23**

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 cataloguing.

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

**(or)**

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

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**Web Technologies**

**Sub Code: DLSE26**

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

**(or)**

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

2. (a) Briefly explain the Markup language.

**(or)**

(b) Discuss about the meta search engines.

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**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”.