

AR-7356  
M.Lib.I.Sc. (Second Semester)  
Examination, 2013  
**Management of Library and Information Centres**  
Paper: VI  
Time Allowed: Three Hours  
Maximum Marks: 60

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**Question 1:** Objective Question

**Answer:**

- 
- d
- c
- d
- c
- c
- c
- d
- a
- d
- d

**Question 2:** Define the Human Resource Management. Explain the different activities of HRM.

**Answer:**

- A suitable Introduction
- Meaning of Human Resources Management
- Definitions
- Objectives of Human Resources Management
- Need and Importance of Human Resources Management
- Salient features of Human Resources Management
- Description of Principles of Human Resources Management
- Conclusion

**Question 3:** What do you understand by MIS? Explain in detail.

**Answer:**

- Brief Introduction of Management Information System

- Concept of MIS
- Definition
- Objectives of Management Information System
- Characteristics of Management Information System
- Need and Purpose of Management Information System
- Input of Management Information System
- Importance of Management Information System
- Competency of MIS in Library and Information Centre
- Conclusion

**Question 4:** Explain the Management and Administration.

**Answer:**

- About Management
- Factors involved in Management
  - Planning
  - Designing
  - Initiating action and
  - Monitory activities
- Classification of Management
  - Scientific Management
  - Administrative Management ( elaborate with 14 Principles)
  - Bureaucratic Management
- About Administration
- Description of Implementable Factors of Administration
  - Policies
  - Procedures
  - Rules and Regulation
- Conclusion

**Question 5:** Describe the each phase of the development process of Quality Circle.

**Answer:**

- A suitable introduction
- Origin of Quality
- Concept of Quality
- Quality Circle
- Concept of Quality Circle
- Quality Circle Development
- Phases of quality circle development
  - Phase-1: Problem Solving
  - Phase-2: Monitoring
  - Phase-3: Innovations
  - Phase-4: Self Control
- Required basic tools and techniques

- Statistical tools
- Benchmarking
- Conclusion

**Question 6:** Explain about the principal objectives of Total Quality Management.

**Answer:**

- A brief introduction
- Origin of Total Quality Management
- Concept of TQM                      Quality Control
- Based on two basic concept-
- Definitions                      Employee Participation
- Factors of quality
- Applicable element of TQM in Library and Information Centre
- Principles objectives of TQM
- Quality guru
- Objectives principles of TQM
- Conclusion

**Question 7:** Write an essay on four elements of marketing mix.

**Answer:**

- Introduction
- Historical background of Marketing
- Concept of Marketing Mix
- Definitions
- Generation of Information
- Demand of Information and Marketing
- Function of Marketing
- Major tools of Marketing
- Essential elements of marketing mix
- Conclusion

**Question 8 :** Explain in brief the various benefits of e-marketing to the users.

**Answer:**

- Introduction
- Concept of E-marketing
- Definitions of E-marketing
- Factors of E-marketing
  - Connectivity
  - Internet
  - E-business
  - E-commerce
- Benefits to the user through E-marketing

- Classification of E-marketing
  - Business to Business e-marketing
  - Business to Consumer e-marketing
  - Consumer to Consumer e-marketing
- Conclusion

**Question 9:** Differentiate between manager and leader.

**Answer:**

- Introduction
- About Manager
- About Leader
- Nature of Leadership
- Style of Leadership
- Major Differences between manager and Leader
- Conclusion

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