

Seat No. : \_\_\_\_\_

**MLS-03**  
**April-2007**  
**Information Analysis Repackaging & Consolidation**  
**(Theory)**  
**Paper – II - A**

Time : 2 Hours]

[Max. Marks : 50

સૂચના : જમણી બાજુ દર્શાવેલ અંક ગુણ દર્શાવે છે.

૧. માહિતી ઉત્પાદન એટલે શું ? માહિતી ઉત્પાદનના વિવિધ પ્રકારોની ચર્ચા કરો. ૧૫

**અથવા**

માહિતી ઉત્પાદનના વિવિધ પ્રકારના નામ આપી માહિતી ઉત્પાદન તૈયાર કરવાના વિવિધ તબક્કાઓનું વર્ણન કરો.

૨. સાર એટલે શું ? સાર સેવાઓની સંશોધન કાર્યમાં અગત્યતા અને ઉપયોગિતા દર્શાવો. ૧૫

**અથવા**

માહિતી વિશ્લેષણ, પુનઃગઠન અને એકત્રીકરણની વિભાવના સદૃષ્ટાંત સમજાવો.

૩. નીચેનામાંથી કોઈપણ બે ઉપર નોંધ લખો. ૧૦

(અ) ૧. સારના સૂત્રો.

૨. માર્કેટીંગ અને વેચાણકળા.

૩. કન્ટેન્ટ એનાલિસિસ.

૪. ઉપભોક્તા વર્તણૂક.

(બ) અંગ્રેજી વર્ગન પ્રમાણે. ૧૦

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**Instruction :** Right side figure indicates marks.

1. What is Information product ? Discuss the various types of Information products. **15**

**OR**

Mention names of various types of Information products. Explain the various steps of preparation of Information products.

2. What is abstract ? Explain the importance and utility of abstracting services in research. **15**

**OR**

Explain with example the Information analysis, repackaging and consolidation.

3. Write a note on any **two** from the following : **10**

- (A) 1. Canons of abstract.  
2. Marketing and Marketing perspective.  
3. Content analysis.  
4. User attitude.

- (B) Select and write correct answer from below given Multiple choice questions. **10**

1. International Symposium on Information Analysis, Repackaging and Consolidation was sponsored by  
(a) IFLA (b) UNESCO  
(c) ALA (d) ASIS
2. Which from the following is a good abstractor ?  
(a) Author.  
(b) Subject expert.  
(c) Professional.  
(d) Combination of professional and subject expert.

3. Journal could be a source of Information on
  - (a) Institution.
  - (b) Association.
  - (c) Grey Literature.
  - (d) Subject.
4. To know the marketing concept it is necessary to
  - (a) Help the users.
  - (b) Develop excellent personal relations with users.
  - (c) Know the users wants/needs and try to satisfy the same.
  - (d) Deliver information service/products to users under any circumstances.
5. What first step you will take for the success of the publication of Abstracting Periodical ?
  - (a) Advertise on mass media like T.V.
  - (b) Contact users for subscription.
  - (c) User's Survey.
  - (d) Publicize to provide first few issues of the periodical free of charge.
6. Most specific factor influencing the marketing of information products and services are
  - (a) Urgency of information requirements and willingness to pay for information.
  - (b) Users characteristics.
  - (c) User needs.
  - (d) Size of user audience.
7. "A concise and accurate representation of original document" is known as
  - (a) Summary.
  - (b) Precis.
  - (c) Abstract.
  - (d) Digest.
8. The process of creating value through the creation of time place and form utility is known as
  - (a) Selling.
  - (b) Advertising.
  - (c) Marketing.
  - (d) Brokering.
9. The number of variables in the marketing mix are
  - (a) Three.
  - (b) Four.
  - (c) Six.
  - (d) Eight.
10. Bibliographies, Catalogues, Indexes, Abstracts are generally referred to as
  - (a) Repackings.
  - (b) Compactions.
  - (c) Packings.
  - (d) Surrogates.