



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER EXAMINATIONS**

**SCHOOL OF SCIENCE AND INFORMATION SCIENCES
BACHELOR OF SCIENCE IN INFORMATION SCIENCES**

COURSE CODE: INS 352

**COURSE TITLE: MARKETING OF RECORDS AND
ARCHIVES SERVICES**

DATE: 18TH APRIL 2018

TIME: 8:30AM-10:30AM

INSTRUCTIONS

Answer Question **ONE** and any other **TWO** QUESTIONS

QUESTION ONE (COMPULSORY 30 MARKS)

- a) Briefly explain the following terms:
- i. Marketing **(2 marks)**
 - ii. Segmentation **(2 marks)**
 - iii. Customer care **(2 marks)**
 - iv. Finding Aids **(2 marks)**
 - v. Marketing audit **(2 marks)**
- b) Discuss market segmentations **(10 marks)**
- c) Discuss market audit as used in Archival institution **(10 marks)**

QUESTION TWO

- a) Explain the need for marketing records and archival services to our society. **(14 marks)**
- b) Explain market targeting as applied in records and archival services **(6 marks)**

QUESTION THREE

- a) Discuss the 7Ps of marketing mix as applied in records and archives services. **(14 marks)**
- b) Discuss the marketing strategies. **(6 marks)**

QUESTION FOUR

- a) Explain the finding aids used in Archival Institution. **(14 marks)**
- b) Discuss the resources for implanting a marketing programme. **(6 marks)**

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