



Seat
No.

M. Lib. & I. Sc. (Semester – I) Examination, 2012
LIBRARY AND INFORMATION SCIENCE
Paper – I : Information and Communication (Paper – I) (New)
Sub. Code : 47751

Day and Date : Monday, 19-11-2012

Total Marks : 80

Time : 10.30 a.m. to 1.30 p.m.

Instructions: 1) **All questions are compulsory.**
2) **All questions carry equal marks.**

1. Multiple Choice Questions.

20

A) Choose the **correct** alternatives.

1) Books and Journals are the example of

- a) Formal communication
- b) Informal communication
- c) Personal communication
- d) Direct communication

2) Which communication process spreads the new ideas/information among the members of a social group ?

- a) Information consolidation
- b) Repackaging
- c) Diffusion
- d) Innovation

3) Information is

- a) Raw data
- b) Input data
- c) Processed data
- d) Unorganised data



- 4) Information can be categorized as
- a) Analytical statistical and systematic
 - b) Logical, Analytical and Statistical
 - c) Statistical, Descriptive and Analytical
 - d) Systematic, Logical and Statistical
- 5) In communication model noise refers to
- a) Loudness of signals
 - b) Lack of understanding
 - c) Disturbance affecting communication transfer
 - d) Irrelevant information
- 6) Universal data flow and telecommunication is a core programme of
- a) ILA
 - b) IFLA
 - c) FID
 - d) IASLIC
- 7) Who said that information is both ; product and process ?
- a) Foskett
 - b) Ranganathan
 - c) Martin
 - d) Bradford
- 8) MIS stands for
- a) Management of Society
 - b) Management Information System
 - c) Mass Information System
 - d) None of these
- 9) The information communicated through symbolic expression is known as
- a) Verbal
 - b) Vocal
 - c) Non-verbal
 - d) Oral



10) The effort that determines market as potential for product is known as market

- a) Segmentation
- b) Survey
- c) Identification
- d) Mix

B) Answer in **one** or **two** sentences.

- 1) What is the ascending order of complexity of the concepts, information, 'Knowledge' 'data' and 'Wisdom' ?
- 2) In which context the term 'Information strategy' is used ?
- 3) Which organization sponsored UAP programme ?
- 4) What are non-documentary sources of information ?
- 5) What is empirical information ?
- 6) What is conceptual information ?
- 7) What are documentary sources of information ?
- 8) What types of developments does the 'Economic Development' of Nation include ?
- 9) Who is the information broker ?
- 10) In which type of communication, the message is sent through spoken or written words ?

2. Information as a resource plays an important role in National Development. Discuss.

OR

Explain the concept of Information Communication and discuss formal and informal channels of communication.

3. Define Information science and explain its relationship with other subjects.

OR

Discuss the role of libraries and Information centres in the society.

4. Write short notes on **any four** of the following :

- a) Scientific communication Process
- b) Genesis of Information Society
- c) Data, information and knowledge
- d) Information Generators
- e) Information Providers
- f) Intermediaries.