OR

1.2 Critically explain the concept of information need. Show its relationship with want, desire, requirement and demand.

2.1 Discuss in detail information needs of Management people.

OR

2.2 Explain technology innovation and role of information in achieving it.

Section - B

Note : Short Answer Type Questions. Answer in approximately **250** words. Each question carries **10** marks.

3.1 Discuss the model of information seeking behaviour and the factors that influence information seeking behaviour.

OR

3.2 Discuss the role of information in decision making process.

4.1 Discuss the advantages and disadvantages of questionnaire and interview methods of user study.

OR

4.2 Explain the need, scope and importance of user study.

5.1 Discuss the findings of *either* INFROSS *OR* Hopkins University study.

OR

5.2 Discuss the methods of user education in the digital information era.

Section - C

Note : Objective Type Questions. Answer may be given in one word or one to three sentences. Each question carries **1** mark.

6. (i) Who stated that the stages of information seeking are : Starting, Chaining, Browsing, Differentiating, Extracting, Verifying and Ending ?

(ii) Menzel categorized. The user studies broadly into three categories. What are these categories ?

(iii) Taylor has explained the information need from the angle of psychology of human behaviour and has identified 4 levels of needs. Name these 4 levels ?

(iv) A special case of closed ended questions which applies only to a sub-group of respondents is called as...........questions.

(v) What are the two most important methods of drawing a representative simple from a given population ?

(vi) Which statistical measure is used for the analysis of interaction effect of two or more independent Variables on a dependent variable ?

(vii) Who said that information is piecement fragmented particular where as knowledge is structured, coherent and universal.

(viii) Who expressed the information as input-process-output model ?

(ix) Who was the principal investigator of INFROSS study ?

(x) The interviewer bias is more in scheduled interview or non-scheduled interview.

MLib/Sem IV/18

Master of Library & Information Science (IV Semester) Examination, 2006-07

LIBRARY & INFORMATION SCIENCE

Paper : XV

(Information Users and Needs)

Time : Three Hours   ***Full Marks : 70***

(Write your Roll No. at the top immediately on the receipt of this question paper)

Note : Marks for qustions in each section are indicated.

Section - A

Note : Long Answer Type Questions. Answer in approximately **500** words. Each question carries **15** marks.

1.1 Discuss the information need, its nature, types and conditions for justifying the existence of information need of a user.