

POST-GRADUATE COURSE
Term End Examination — December, 2011

MLIS**(Information, Communication & Society)****Paper – I****Time : Four Hours****Full Marks : 100**

(Weightage of Marks : 80%)

Special credit will be given for accuracy and relevance in the answer. Marks will be deducted for incorrect spelling, untidy work and illegible handwriting. The weightage for each question has been indicated in the margin.

GROUP – AAnswer any *two* questions : $18 \times 2 = 36$

1. What are the important characteristics of information ? Which, among those are significant for information as a marketable commodity ? Discuss. 6 + 12
2. Trace the history of human communication through different ages. 18
3. What are the sources of generation of information ? Make an assessment of their contributions in generation of information with special reference to India. 6 + 12

4. What do you understand by Right to Information ? Give a brief account of the Right to Information Act, 2005. 4 + 14

GROUP – BAnswer any *three* questions : $12 \times 3 = 36$

5. What are the differences between a Line and a Bar diagram ? Elucidate your answer with suitable examples. 12
6. What do you understand by information science ? Show why social necessity was presumed to be the most crucial factor in the development of information science. 4 + 8
7. What is a communication process ? What are its elements ? How does it work ? 4 + 4 + 4
8. Mention the laws that exemplify the commodity aspect of information theory and explain any two of those. 12
9. “The connection between knowledge and society goes in both ways — not only does society shape its knowledge, but the reverse holds true too.” Explain. 12
10. Give arguments for and against the role of technology as the prime mover of the information society. 12

GROUP – C

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

$$7 \times 4 = 28$$

11. Difference between primary and secondary data.
12. Information accessibility and information security.
13. Transborder data flow.
14. Distinction between literal and internal noise.
15. Characteristics of knowledge.
16. Intellectual Property Rights associated with fair trade.
17. Knowledge as an object vs. Knowledge as a process.
18. Significance of promotion as a marketing activity.
