**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**

**(Department of Library & Information Sciences)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN “AIOU PLAGIARISM POLICY”.**

**Course: Marketing of Library and Information Services (9221)**

**Level: BS-LIS Semester: Spring, 2025**

## Please read the following instructions for writing your assignments. (AD, BS, B. Ed, MA/MSc, MEd) (ODL Mode).

1. All questions are compulsory and carry equal marks but within a question the marks are distributed according to its requirements.

2. Read the question carefully and then answer it according to the requirements of the questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.

4. Handwritten scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late assignments can’t be uploaded at LMS.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5MB.

**Note 1:** Use your own words while working on your assignment. In case of quoting any fact or statement from any source, always remember to provide full reference of the source according to “APA 6th ed available at:

<https://ijolis.aiou.edu.pk/?page_id=251>.

**Note 2:** Students at this level are expected to use multiple sources in solving this assignment. All questions carry equal marks.

**Note 3:** Study guide of this course and links to free resources to solve this assignment are available at LIS Department website:

<https://lis.aiou.edu.pk/>

**Total Marks: 100 Pass Marks: 50**

##### **Assignment No. 1**

(Units 1-5)

Q.1 What role do digital and print media play in enhancing a library's outreach, and how can libraries tailor promotional materials to effectively engage diverse community demographics? (20)

Q.2 How does understanding the library’s mission and goals enhance staff communication, and how can this understanding be effectively integrated into training programs? (20)

Q.3 How can a SWOT analysis be effectively used to evaluate a library’s internal strengths and weaknesses, as well as external opportunities and threats, and how can the results guide strategic planning and improvements? (20)

Q.4 In what ways can libraries use UX design principles to improve their online catalogue and digital resources for better user interaction and satisfaction? (20)

Q. How does the shift from the 4Ps (Product, Price, Place, Promotion) to the 4Cs (Consumer, Cost, Convenience, Communication) influence the way libraries develop and implement their marketing strategies? (20)

**Total Marks: 100 Pass Marks: 50**

**Assignment No. 2**

(Units 6–9)

Q.1 How can market segmentation help libraries allocate resources more efficiently and prioritize services based on the specific needs of different user groups? (20)

Q.2 How can libraries leverage social media and digital platforms to enhance their marketing efforts and engage with a broader audience? (20)

Q.3 How does a library's marketing plan serve as both a broad strategic overview and a practical, step-by step guide? Why is it important for libraries to consider the plan as adaptable and flexible to respond to changing circumstances and needs? (20)

Q.4 What are some effective research methods for librarians to use when seeking feedback from patrons, and how can these methods be adapted to suit different library environments or objectives? (20)

Q.5 What specific data points or behaviours should libraries track to effectively segment their patrons and tailor services to better meet their needs? (20)