

MLIS/3rd Sem/21(CBCS)

2021

**MASTER OF LIBRARY AND
INFORMATION SCIENCE**

Paper : LIBR 301

(Information Communication and Management - I)

[CBCS]

Full Marks : 40

Time : Two Hours

The figures in the margin indicate full marks.

Write in your own words as far as possible.

**(Word limit is 40 for 2 marks, 100 for 5 marks,
200 for 10 marks and 250 for 15 marks questions)**

Group - A

1. Define any *five* of the following : 2×5=10
- (a) Analog information
 - (b) Channel
 - (c) Cryptography
 - (d) Intra-personal communication
 - (e) Telecommuting
 - (f) Optical Character Recognition (OCR)
 - (g) Tacit knowledge
 - (h) Entropy

Group - B

2. (a) (i) What are Data, Information and Knowledge?
(ii) Discuss the attributes of information in a socio-material framework based on Ronald Stamper's semiotic model. 6+9

Or,

- (b) Write what you know about : 5+5+5
(i) Spiral of Scientific Method.
(ii) Information as an economic resource.
(iii) Modes of information generations.

Group - C

3. (a) (i) What do you understand by 'Information Diffusion'?
(ii) Describe the factors affecting diffusion of information.
(iii) Discuss the vintage model theory of information diffusion. 3+6+6

Or,

- (b) Write short notes on : 5+5+5
(i) Lasswell's Model of Communication Process
(ii) Barriers in communication of information
(iii) Digital information
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