

B.: (1) Answer any five questions.

(2) All questions carry equal marks. (20 each)

Define management and explain in detail management styles and approaches. 20

Indicate the different budgeting methods and suggest the one most suitable for an academic library. 20

Explain in detail the need to overcome the barriers to organizational communication in libraries and indicate the methods to be adopted for the same. 20

Differentiate between marketing and public relations of a library. Describe the various marketing strategies adopted by the libraries. 20

Establish the need to evaluate various services rendered by the library. Describe the techniques adopted for quality improvement of library services. 20

Define the concept of PERT/CPM. Draw a pert chart for computerisation of a college library, using the critical path method. 20

Write short notes on any four of the following :— 20

(a) Benchmarking

(b) Frederick Taylor

(c) Brain Storming

(d) Collection Management

(e) Job Description

(f) Leadership.