Appendices
Appendix I

Marketing of Information Products and Services: A Study of Science Libraries in Karnataka

Questionnaire for Librarians

A: Profile

1 Name of the Institution
2 Year of Establishment
3 Funding Agency Central government [ ] Public Sectors [ ]
4 Web Site Address of the Library (URL)
5 E-mail Address of the Library
6 Working hours of the library
   On working days [ ] On holidays [ ]
7 Number of users of the library
   No Type of users Number of users Average visits per day
   a Research Scholars
   b Scientists
   c Industries / Corporate Institutions
   d Staff members
   e Others
8 Staff Strength in the Library
   S. No Category Number
   a Professionals (With library science qualifications)
   b Semi-Professionals (With library science qualifications)
   c Non-Professionals
9 Do you have an independent library building? Yes [ ] No [ ]
10 Number of seats in the library for reading: ___________________
11 Information on the collection of the library

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Resource</th>
<th>Total Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Books (Excluding reference books)</td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Reference books</td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>Thesis and Dissertations</td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>CDs, DVDs, etc</td>
<td></td>
</tr>
<tr>
<td>e.</td>
<td>Journals (National)</td>
<td></td>
</tr>
<tr>
<td>f.</td>
<td>Journals (International)</td>
<td></td>
</tr>
<tr>
<td>g.</td>
<td>Back volumes of journals</td>
<td></td>
</tr>
<tr>
<td>h.</td>
<td>Other sources</td>
<td></td>
</tr>
</tbody>
</table>

12 Information about e-journals subscribed by the library

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Name of the publisher</th>
<th>Total number of journals</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13 Please rate your collection considering the demand from yours

- Very Adequate [ ]
- Adequate [ ]
- Somewhat Adequate [ ]
- Inadequate [ ]
- Very Inadequate [ ]

14. Please specify the information services / products in your library

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Library products and services</th>
<th>Do you have this service / product</th>
<th>Whether it is charged or free?</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Book lending</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Reference service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>Referral Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>Reprographic Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e.</td>
<td>Inter Library Loan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f.</td>
<td>Internet Browsing Facility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>g.</td>
<td>Scanning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>h.</td>
<td>Printing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>i.</td>
<td>Document Delivery Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>j.</td>
<td>Indexing Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>k.</td>
<td>Abstracting Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>l.</td>
<td>News Paper Clippings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>m.</td>
<td>Current Awareness Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>n.</td>
<td>Translation Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Any other special products / services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
B: Marketing of Information Products and Services

(Marketing of library products and services is the process of planning, executing, and pricing of the products and services of a library to create exchange so as to satisfy the individual and organizational objectives)

1. Do you have a planned strategy to make users aware about the products and services of your library? Yes [ ] No [ ]

2. Please mention the marketing activities for the information services/products in your library

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Library marketing techniques</th>
<th>Do you use it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Mission statement</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>b</td>
<td>Brochure and guides</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>c</td>
<td>Library orientation</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>d</td>
<td>News bulletin</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>e</td>
<td>Advertisement</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>f</td>
<td>Book Exhibition</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>g</td>
<td>Radio and TV Programs</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>h</td>
<td>Formal Lectures in the library</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>i</td>
<td>Arranging demonstrations</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>j</td>
<td>Arranging user group meetings</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>k</td>
<td>Publishing the list of new arrivals</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>l</td>
<td>Web page</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>m</td>
<td>Marketing over e-mails</td>
<td>[ ] [ ]</td>
</tr>
<tr>
<td>n</td>
<td>Any other Marketing Strategy</td>
<td>[ ] [ ]</td>
</tr>
</tbody>
</table>

C: Effectiveness of marketing activities of the Library

1. Mission Statement
   
a) Do you have a Mission Statement for your library? Yes [ ] No [ ]

   b) If yes please provide your mission statement below

   c) Is your Mission Statement effective in attracting the users? Yes [ ] No [ ]

   d) If yes, to what extent it is effective?
      
      Highly Effective [ ] Effective [ ]
      Less Effective [ ] Not Effective [ ] No Answer [ ]
2. Brochures and Guides
   a) Do you have a library Brochures and guides?
      Yes [ ]    No [ ]
   b) Does it carry exhaustive information about the library?
      Yes [ ]    No [ ]
   c) Is your Brochures and guides effective in attracting the users?
      Yes [ ]    No [ ]
   d) If yes, to what extent it is effective?
      Highly Effective [ ]    Effective [ ]
      Less Effective [ ]    Not Effective [ ]    No Answer [ ]

3. Library Orientations
   a) Do you provide Library Orientation? Yes [ ] No [ ]
   b) If yes, when do you conduct it?
      Beginning of an academic year [ ] occasionally [ ]
      Whenever students need it [ ]
   c) Who conducts the orientation sessions?
      Librarian [ ]    Section heads [ ]    An expert meant for it [ ]
   d) Is your library orientation effective in attracting the users?
      Yes [ ]    No [ ]
   e) If yes, to what extent it is effective?
      Highly Effective [ ]    Effective [ ]
      Less Effective [ ]    Not Effective [ ]    No Answer [ ]

4. Library News Bulletin
   a) Do you publish a library News Bulletin? Yes [ ] No [ ]
   b) If yes, what is its periodicity? _________________
   c) Is your library bulletin effective in attracting the users?
      Yes [ ]    No [ ]
   e) If yes, to what extent it is effective?
      Highly Effective [ ]    Effective [ ]
      Less Effective [ ]    Not Effective [ ]    No Answer [ ]

5. Library Advertisements
   a) Do you advertise about the library?
   b) If yes, what is the average amount spent on it? __________
c) Is your library advertisements are effective in attracting the users?

   d) If yes, to what extent it is effective?

         Highly Effective [ ]       Effective [ ]
         Less Effective [ ]       Not Effective [ ]   No Answer [ ]

6. Book Exhibitions

   a) Do you conduct Book Exhibitions in the library? Yes [ ] No [ ]
   b) If yes, how frequently you arrange it?_________________
   c) Is your library publicize about the book exhibitions?

         Yes [ ]       No [ ]
   d) Do you feel the book exhibitions are effective in attracting the users?

         Yes [ ]       No [ ]
   e) If yes, to what extent it is effective?

         Highly Effective [ ]       Effective [ ]
         Less Effective [ ]       Not Effective [ ]   No Answer [ ]

7. Radio and TV programs

   a) Do you conduct radio and TV programs about the library?

         Yes [ ]       No [ ]
   b) If yes, who is doing it?_________________
   c) Do you feel the radio and TV programs are effective in attracting the users?

         Yes [ ]       No [ ]
   d) If yes, to what extent it is effective?

         Highly Effective [ ]       Effective [ ]
         Less Effective [ ]       Not Effective [ ]   No Answer [ ]

8. Formal lectures about the library

   a) Do you conduct formal lectures about the library?

         Yes [ ]       No [ ]
   b) If yes, who is doing it?
   c) Is there an expert for it?

         Yes [ ]       No [ ]
   d) How frequently you conduct it?_________________
   e) Do you feel formal lectures are effective in attracting the users?

         Yes [ ]       No [ ]
f) If yes, to what extent it is effective?
   Highly Effective [ ]  Effective [ ]
   Less Effective [ ]  Not Effective [ ]  No Answer [ ]

9. Demonstration of the New Technology introduced in the library
   a) Do you demonstrate the New Technology introduced in the library?
      Yes [ ]  No [ ]
   b) If yes, who is doing it? _____________________
   c) Is there an expert for it? Yes [ ]  No [ ]
   d) Do you feel the demonstrations are effective in attracting the users?
      Yes [ ]  No [ ]
   e) If yes, to what extent it is effective?
      Highly Effective [ ]  Effective [ ]
      Less Effective [ ]  Not Effective [ ]  No Answer [ ]

10. User Group Meetings in the library
    a) Do you arrange User Group Meetings in the library?
       Yes [ ]  No [ ]
    b) If yes, how frequently? _____________________
    c) Average number of users attending it? _____________________
    d) Do you feel the User Group Meetings are effective in attracting the users?
       Yes [ ]  No [ ]
    e) If yes, to what extent it is effective?
       Highly Effective [ ]  Effective [ ]
       Less Effective [ ]  Not Effective [ ]  No Answer [ ]

11. Publication of the list of New Arrivals in the library
    a) Do you publish the list of New Arrivals in the library?
       Yes [ ]  No [ ]
    b) If yes, how frequently? _____________________
    c) Where do you publish it? _____________________
    d) Do you feel the publication of New Arrivals list is effective in attracting the users?
       Yes [ ]  No [ ]
3.12 Library Website

a) Do you have a website for the library? Yes [ ] No [ ]
b) If yes, how frequently it is updated? ______________
c) Who manages the website? ______________________
d) What are the major components in your website?
   OPAC [ ] Ask a librarian link [ ] FAQ [ ]
   Links to E-resources [ ]
   Any other items (Please specify) ________________
e) Do you feel your Website is effective in attracting the users?
   Yes [ ] No [ ]
f) If yes, to what extent it is effective?
   Highly Effective [ ] Effective [ ]
   Less Effective [ ] Not Effective [ ] No Answer [ ]

3.13 E-mail Marketing

a) Do you use e-mails for marketing the library? Yes [ ] No [ ]
b) If yes, how frequently you communicate? ______________
c) Who manages the E-mails? ______________________
d) Do you feel E-mails are effective in attracting the users?
   Yes [ ] No [ ]
f) If yes, to what extent it is effective?
   Highly Effective [ ] Effective [ ]
   Less Effective [ ] Not Effective [ ] No Answer [ ]

3.14 Any other strategies (Please write about other strategies adopted by you to market your library services and products)