

**MARKETING OF INFORMATION PRODUCT IN THE STATE  
UNIVERSITY LIBRARIES IN UTTAR-PRADESH:  
AN EVALUATIVE STUDY.**

**CONTENT**

<b>CHAPTER - 1 INTRODUCTION</b>	<b>1-33</b>
1.1. Introduction	
1.2. Need of Study	
1.3. Objective of Literature	
1.4. Review of Study	
1.5. Nature of Study	
1.6. Importance of Study	
1.7. Research Design	
1.8. Research Methodology	
1.9. Scope of Study	
1.10. Definition of Terms	
<b>CHAPTER – II UNIVERSITY LIBRARIES:</b>	<b>34-67</b>
<b>AN INTRODUCTION</b>	
2.1. Introduction	
2.2. University Education in India	

- 2.2.1 British India
- 2.2.2 University Education After Independence
- 2.3. University Libraries
  - 2.3.1. Role of University Library
  - 2.3.2. Function of University Library
- 2.4. Development of University Libraries in India
  - 2.4.1. Ancient India
  - 2.4.2. Medieval Period
  - 2.4.3. Modern Times
    - 2.4.3.1 Early Nineteenth Century
    - 2.4.3.2 Later Nineteenth Century
    - 2.4.3.3 University Libraries During 1919-47
    - 2.4.3.4 University Libraries – then and now:
- 2.5.1. University Libraries in Uttar Pradesh.
- 2.5.2. Educational Features of the Universities in Uttar Pradesh State.
- 2.5.3. The Main objects of the University are as under
- 2.6. University Libraries in Uttar Pradesh (Briefly)
  - 2.6.1. Bundelkhand University, Jhansi
  - 2.6.2. University of Lucknow.
  - 2.6.3. Mahatma Gandhi Kashi Vidyapeeth, Banaras
  - 2.6.4. Sampurnanand Sanskrit Vishvavidyalaya, Banaras

2.6.5. Chhatrapati Shahu Ji Maharaj University, Kanpur.

2.6.6. Chaudhary Charan Singh University, Meerut.

## **CHAPTER - III MARKETING OF INFORMATION:**

### **A BIRD EYE VIEW**

**68-83**

- 3.1. Introduction
- 3.2. Information Marketing
- 3.3. Meaning & Definition
- 3.4. Need
- 3.5. Objectives
- 3.6. Attributes of Marketing
- 3.7. Information Agents
- 3.8. Target Marketing
- 3.9. Need of Target Market
- 3.10. Major Channel of Distribution
- 3.11. Marketing for user Satisfaction.
- 3.12. Ingredients of Marketing.

## **CHAPTER - IV APPLICATION OF MARKETING IN**

### **LIBRARY AND INFORMATION SCIENCE**

**84-106**

- 4.1. Introduction
- 4.2. Marketing of Information in University Libraries
- 4.3. Library Products and Services

- 4.4. Library Services, the users getting different services and Products such as
- 4.5. The Market of libraries
- 4.6. Distribution and sale of library products and services
- 4.7. User oriented libraries.
- 4.8. Emphasis on user satisfaction.
- 4.9. Marketing Function of Library
- 4.10. Market Segment
- 4.11. Symbiosis between Marketing and Libraries
- 4.12. The four P's of Library Marketing
- 4.13. An important and specialized Job
- 4.14. Professional views on specialization
- 4.15. Functions of information Marketing Manager
- 4.16. Different role and different levels.
- 4.17. Difficulties of Marketing
- 4.18. Conclusion.

## **CHAPTER - 5 EVALUATION OF MARKETING OF**

### **INFORMATION IN UNIVERSITY LIBRARIES**

**107-155**

5. Introduction
- 5.1. Nature at your library activity
- 5.2. Annual Budget in Rs. for the year 2004
- 5.3. Libraries using Information Technology

- 5.4. Type of Information Technology
- 5.5. Purpose of using Information Technology in Collection Control.
- 5.6. Purpose of using Information Technology in Information Products.
- 5.7. Purpose of using Information Technology in Administration Using.
- 5.8. Purpose of using Information Technology in Data Base Building.
- 5.9. Purpose of using Information Technology in user services.
- 5.10. Using of Information Technology in Technical Services
- 5.11. Using of Information Technology in Marketing of Information Products/Services
- 5.12. Marketing of Library Services / Products are liked by Libraries
- 5.13. Offered Information Products by the Library for the user.
- 5.14. Already Marketing the Information Services / Product by University Libraries
- 5.15. If yes, you are marketing through.
- 5.16. Having the written statement of marketing policy by University Libraries
- 5.17. Basis for pricing of Information Services/ Products by University Libraries
- 5.18. Promotional activities organize by the Libraries for Marketing their Services/ Products.
- 5.19. Method use to evaluate the market.

- 5.20. The reason of failure of marketing in the library.
- 5.21. The course / seminars on marketing information products is attended by the libraries.
- 5.22. Attendance of studying was affected on starting for marketing operation of libraries.
- 5.23. Opinion about to provide course on marketing information product services in library science curriculum in India.

**PART – B DATA ANALYSIS – TARGET USER GROUP      132-155**

- 5.24. Total Responds of users
- 5.25. Users as per their educational qualification
- 5.26. Sex Groups of the users.
- 5.27. User's response marketing of information services / products should be introduces in library.
- 5.28. User's response against image of library affected in marketing introduced to in it.
- 5.29. Reasons are responsible behind the failure of marketing of information (User's opinion).
- 5.30. Marketing of Information services products introduced after the application of Information Technology (User's response)
- 5.31. Opinions of user about library collection
- 5.32. Opinion about library staff (User's response)
- 5.33. User's opinion about library services

- 5.34. Basis for prices of information products (User's response)
- 5.35. Services which users are ready to pay or not.
- 5.36. Services which user are ready to pay or not.
- 5.37. Reasons for unsatisfaction
- 5.38. Reasons for using library in other organization.
- 5.39. The way which make you aware of up-to-date information in your fields of interest.
- 5.40. The information products that you need / expect to find

## **CHAPTER - VI FINDINGS AND CONCLUSION**

**156-161**

- 6.1 General Finding & Conclusion.
- 6.2 Communication Skill for Development of Marketing
- 6.3 Communication & Interpersonal Skills.
- 6.4 Conclusion.

## **CHAPTER - VII RECOMMENDATION AND SUGGESTIONS 162-169**

- 7.1 Important Points for Marketing Planning.
- 7.2 Advantages of Marketing in Library
- 7.3 Recommendations
- 7.4 Marketing Technique
- 7.5 Conclusion.

**ANNEXURE**

**BIBLIOGRAPHY**

**170-178**

**QUESTIONNAIRE**

**179-191**

Library Survey

User Survey