



CERTIFICATE

Class M. Lib

Year 2021-2022

This is to certify that the work entered in this Journal is the work of

Shri / ~~Kumari~~ Sanjeed Laxman Wlahule

of _____ division _____ Roll No. _____

Uni. Exam No. _____ has satisfactorily completed the
required number of practical and worked for the 1st term / 2nd term /
both the terms of the year 20____ 20____ in the college laboratory
as laid down by the university.

Head
Head of the
Department of Humanities
Sagar BCA College, Jalna.

External
Examiner

PRINCIPAL
Sagar BCA College
Internal Examiner
Deymurti, Tq. Dist. Jalna
Subject teacher

Date : / / 20

Department of

ASSIGNED INDEXING USING SEARS LIST

- 1) RT - Atomic Industry
ST - Nuclear Industry
- 2) RT - Basic of online searching
ST - Online searching.
- 3) RT - Bible on School
ST - Religion in the public Library.
- 4) RT - Biography of Jawaharlal Nehru
~~ST~~ -
ST - Biography of Jawaharlal Nehru.
- 5) RT - Census of India.
ST - India Census

6) RT - census chinese out up to 221 BC.

ST - chinese out 221 BC

7) RT - classification Indexing
social science

ST - classification Indexing
social science.

8) RT - city life

ST - city at town

9) RT - collection climate in
Australia.

ST - Australia climate

10) RT - collection developments using
Anatomical approach

ST - H. brabries collection
development

11) RT - Collection of Hindi poetry
ST - Poetry Harvesting UK.

12) RT - Collection of Hindi drama.

13) RT - corn Harvesting in UK
ST - Harvesting UK.

14) RT -
Current trends in information
search communication media.

ST - Information services communi-
cate.

15) RT - Custom duty
ST - Tariff.

16) RT - ~~Autobus~~ Database System
design & development

ST - Database - Design - development

17) RT - Dictionary of English Language
ST - English - Language - dictionary

18) RT - Different Religion In India.
ST - India - Religion

19) RT - Drug habit
ST - Drug abuse

20) RT - Economic condition In Pakistan

ST - Pakistan - Economic - Condition

21) RT - Economical condition in Bangladesh.

ST - Bangladesh - Eco - economic - condition.

22) RT = End Education & Libraries.

ST - Education Libraries Library.

23) RT - Electronic Design.

ST - Computer aided design

24) RT - Element of personal Management
critivity

ST - Management Motivation (psychology)

25) RT - Estymology of Russian Language.

ST - Russian Language - Etymology.

26) RT - Exchange of student.

ST - student - Exchange - Programm

27) RT - family History
ST - Genealogy.

28) RT - flight attendance of Indian Airlines.

ST - Represent of India Airline.

29) RT - floating Hospital

ST - Hospital ship.

30) RT - flora of Japan

ST - history of plants Japan

31) RT - forest of supply

ST - Forest Influence.

32) RT - French philosophy during 18th century

- ST - Geography Australia. phronch
Philosophy 18th century.

35) RT - Guideline for the evolution
of information system services

ST - Information system services.

36) RT - Geography of Australia.

ST - Geography of Australia.

37) ~~RT~~ RT - Hand book of agriculture

ST - Agriculture - Hand book

38) RT - Hand book of Medicine

ST - Medicine - Hand book

39) RT - History of Indian Museum

ST - Museum - India.

40) RT - Health Club

ST - Physic fitness

41) RT - Indian Politics

ST - Politics - India

42) RT - Information System theory
practice.

ST - Information system

43) RT - Labour Supply in Japan

ST - Labour - Supply - Japan

44) RT - IT Libraries in USA.

ST - IT - USA

45) RT - Law Legislation on regards.
finance to on station

Industry

ST - Industrial Law & Legislation

46) RT - Law of Nation

ST - International Law

47) RT - Lens Less photography

ST - Holography -

48) RT - Library legislation in India.

ST - problem & probiebet.

ST - Libraries - Law & Legislation India.

49) RT - Library of compress subjects.
heading.

50) RT - List of engineering periodical.
Sindhi.

ST - Engineering periodical China

51) RT - libraries literature prizes

ST - library prizes

52) RT - literature search & database
concept use of literature

ST - literature search techniques
& database

53) RT - Management of knowledge

ST - knowledge management

54) RT - Maxine Architecture

ST - Norel Architature

55) RT - Market serve in USA

ST - Market surre in USA

56) RT - Manual of agriculture.

ST - Agriculture Manual.

57) RT - Malhamalical logic.

ST - Symbolic logic.

58) RT - Mathematical Model for
Construction Industry
Russia

ST - Mathematical Model. Constructo
Industry Russia.

59) RT - Medical examinations of children

ST - children examination-medical.

60) RT - Medical plant plants

ST - children medical Botany

61) RT - Mental disease.

ST - Abnormal psychology

62) RT - Method of social survey & Research

ST - Social - Survey - Research

63) RT - Micro films

ST - Micro photography

64) RT - Mind Reading

ST - Telepathy

65) RT - Potion dance.

ST - folk dance.

66) RT - National heritage.

ST - cultural property.

67) RT - Moral Arts & Science study
& teaching

ST - Moral education

68) RT - New development in library
in information science in
India.

ST - development - Library & in
Information science

69) RT - Navigation map

ST - Navigation chart.

70) RT - occupation stores.

ST - Job stores.

71) RT - open university

ST - force university.

72) RT - optical disk.

ST - optical disk storage device.

73) RT - Painting Colours reproduction

ST - colours printing

76) RT - Political violence

ST - sabotage terrorism

77) RT - Politics & government in
Nepal.

ST - Nepal. Politics & government

78) RT - Power boat

ST - Motor boats.

79) RT - Private Enterprises

ST - Free enterprises.

80) RT - Library Management

ST - Library pro-activity.

82) RT - Regional History

ST - Local History

RT

83) Reprint edition

ST - Reprint publication

84) RT - Rice harvesting

ST - Agricultural Rice Kerala

ASSIGNED INDEXING USING LCHS LIST

1) RT - Adult education in Andhra Pradesh

ST - Adult education - & Pradesh

2) RT - Agriculture in Kashmir Vally.

ST - Agriculture - Kashmir vally

3) RT - A arrangement Industry

ST - a defence. Indug Industry

4) RT - Armies in Pakistan

ST - Arries - Pakistan

5) RT - Autobiography Marvin
Dewley

ST - Autobiography - Marvin Dewley

6) RT - Bibliography of an art

ST - Bibliography

7) RT - Block printing

ST - Block printing

8) RT - children as criminal

In UK

ST - children - crime - UK

9) RT - children literature in
Bangals.

- ST - Bangals - children literature

12) ~~RT~~ RT - cine music in India.

ST - India Music.

13) RT - clothing practice in
Maharashtra.

ST - co - clothing & dress

14) RT - colours slides.

ST - slides - (photography)

15) RT - college & University Library

ST - Academic Library.

16) RT - cyclopedia

ST - cyclopedia

18) RT - Day Dreams
ST - Fantasy

19) RT - Dictionary of economics
ST - Dictionary - Economics

20) RT - Dictionary of political
Science

ST - Dictionary - Political science

21) RT - Electronic design

ST - Electronic circuit design

22) RT - Experimental universities

ST - Experimental - university

23) RT - Feeling
ST - touch

24) RT - Female Male relationship

ST - Man - Woman - Relationship

25) RT - Foreign Language Laboratory

ST - Language Laboratory

26) RT - Forest Fang

ST - Forest animal.

27) RT - Historical Romance

ST - Historical Fiction

28) RT - Rainfall in Assam

ST - Assam - Rain

29) RT - Rural Life in India

ST - Country Life India.

★ ASSIGNED INDEXING USIN LCGH LIST.

1) RT - Adult education in
Andhra Pradesh

ST - Adult education in
Andhra Pradesh

2) RT - Agriculture in Kashmir
valley.

ST - Agriculture in
Kashmir valley

3) RT - Armament Industry

ST - Defence industry

- 4) RT - Arames in pakistan
ST - Arames - pakistan
- 5) RT - Autobiography of Melvin
ST - Autobiography - Melvin
- 6) RT - Bibliography of an art
ST - Art Bibliography
- 7) RT - Black printing
ST - Block printing
- 8) RT - Buisness college in Bombay
ST - Bombay Buisness
- 9) RT - Children & criminals in
U.K.
ST - Children crime. U.K.

10) RT - children literature in OR
ST - 'children's literature'.

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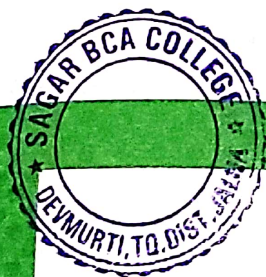
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ST - classification - indexing social science.

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9) RT - City life
ST - City & Town

10) RT - climate in Australia
ST - Australia - climate.

11) RT - Collection development a wage
ST - amathical approach
ST - H brochures - collection development.

12) RT - Collection of Hindi poetry
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ST - Rajrajana of India Airlines

31) RT - Floating hospital
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ST - Forest influences

34) RT - French philosophy during 18th century
ST - Geography - Australia
French - Philosophy - 18th century

95) RT - Guidelines for the evaluation of information system services

ST - information system and service

96) RT - Geography of Australia

ST - Geography - Australia

97) RT - Hand book of agriculture

ST - Agriculture - Hand book

98) RT - Handbook of medicine

ST - Medicine - Handbook

99) RT - History of Indian museum

ST - museum - India

40) RT - Health club

ST - physio lines

41) RT - Indian politics

ST - politics - India

42) RT - Information System theory and practice

ST - information system

43) RT - Jobber - Supply in Japan
ST - Jobber - Supply - Japan

44) RT - IT Libraries in U.S.A
ST - IT - U.S.A.

45) RT - Law and legislation on regard to finance
to construction industry
ST - industrial law and legislation

46) RT - Law of nation
ST - International law

47) RT - Lens Jags Photography
ST - Holography

48) RT - library legislation in India problem
and prospects
ST - Libraries - law and legislation India

49) RT - library of congress subjects heading

50) RT - list of engineering Periodicals indexing
ST - Engineering Periodicals - china

51) RT - libraries literature prizes
ST - library - prizes

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52) RT - Literature Search and database

Concept use of literature

ST - Literature Search techniques and database

53) RT - Management of knowledge

ST - Knowledge management

54) RT - Marine Architecture

ST - Naval architecture

55) RT - Market Survey in W.S.A.

ST - Market Survey - W.S.A.

56) RT - Manual of Agriculture

ST - Agriculture - Manual

57) RT - Mathematical logic

ST - Symbolic logic

58) RT - Mathematical model for construction

industries Russia

ST - Mathematical models - Construction

industries Russia

59) RT - Medical examination of children

children examination - medical

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60> RT - Medical plants

ST - children medical - pathology

61> RT - Mental disease

ST - Abnormal psychology

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ST - micro photography

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ST - Cultural property

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- 78) RT - Power boat
ST - motor boats
- 79) RT - private enterprise
ST - free enterprise
- 80) RT - Quality management for information and library management.
ST - library management.
- 81) RT - public registration and comparative study
ST - libraries - law and registration comparative studies
- 82) RT - regional history
ST - local history
- 83) RT - Statistical method for libraries
ST - libraries - statistics
- 84) RT - Reprints edition
ST - Reprints (Publication)
- 85) RT - Research method in librarianship
ST - library science - Research
- 86) RT - Rice harvesting
ST - Agricultural - Rice - Kerala

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87>

RT - Scientific method

ST - Technical writing science methodology

88>

RT - Scientific writing

ST - Science technical writing

89>

RT - Sea fishing

ST - Salt water fishing

90>

RT - Social reforms

ST - Social problems

91>

RT - Underwater photography

ST - Underwater photography

92>

RT - Tax avoidance

ST - Tax evasion - Tax planning

93>

RT - Tax savings

ST - Tax planning

94>

RT - Teacher people relationship

ST - ~~Sta~~ Teacher students relationship

95>

RT - Tax books of electronic

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91> RT - The marketing information analysis centers product and services.

ST - Marketing information product and services.

92> RT - Use of audiovisual material education

ST - Audio visual material

93> RT - Transportation by motor vehicles

ST - So Transportation

94> RT - woman social scientist

ST - Social scientist woman

95> RT - Working peoples and proceeding of seminars on reference services Bungal Banglor

DBTS 1971

ST - Seminar

ASSIGNED INDEXING USING LCSHLIST

- 1> RT - Adult education in Andhra and Pradesh
ST - Adult education and Pradesh
- 2> RT - Agriculture in Kashmir valley
ST - Agriculture - Kashmir valley
- 3> RT - A defence industries
ST - A defence industry
- 4> RT - Armies in Pakistan
ST - Armies - Pakistan
- 5> RT - Autobiography of Marlin Dewley
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ST - Bibliography
- 7> RT - Block painting
ST - Blocks painting
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ST - Bombay - Business

- 9> RT - cataloguing data in machine
ST - readable form
Cataloguing of computer
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- 11> RT - children literature in bangals
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- 16> RT - cyclopedia
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- 17> RT - dark moon technique in photography
ST - colour photography processing

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ST - man-woman relationship

25) RT - foreign male relationship

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ST - language - laboratory

27> RT - Forest fauna

ST - Forest animal

28> RT - Higher education in western

ST - Education manuscript

29> RT - Historical romance

ST - Historical fiction

30> RT - History of medicine up to 20th century.

31> RT - Horror film

ST - Horror film

32> RT - List of medical periodicals in U.S.A.

ST - medical periodicals U.S.A.

33> RT - Present status of education in Punjab

ST - Punjab - education

34> RT - Rail transport management
Rail Road management

35> RT - Rain fall in Assam

ST - Assam - Rain

36> RT - Rural life in India

ST - Country life India

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Date

37)

RT - Spelling in English language

ST - English language - spelling

38)

RT - Review of Marathi grammar 1950

ST - Review - Marathi grammar

39)

RT - Syllabus of chemical technology

ST - Chemistry Technology

40)

RT - Use of audio visual in education

Audio-visual-education

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LCSH

LIST

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- 1) RT - Adult education in andhra pradesh
ST - Adult education Andhra Pradesh
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- 3) RT - Armaments industry
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 Armies - Pakistan
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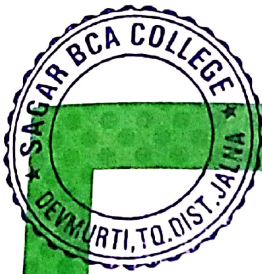
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26> RT - forest forms

ST - forest animals

- 27> RT - Handbooks of Science Technology
ST - Science and teching handbook.
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ST - education in maharashtra
- 29> RT - Historical Romance
ST - Historical function
- 30> RT - History and monuments up to century
ST - History Monuments 20th century
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ST - Rail rose mangement
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- 36> RT - Rural life in india
ST - Country life in india



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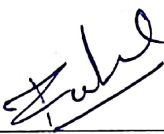
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Head
Department of Humanities
Sagar BCA College, Jalna.



External
Examiner


PRINCIPAL
Sagar BCA College
Internal Examiner
Devmurti, Tal. Dist. Jalna
Subject teacher.

Date : / / 20

Department of



1 MARKETING RESEARCH / SEGMENTATION MIX

Marketing Research is useful for improving marketing decisions and understanding of marketing phenomenon in any marketing situation. It is especially useful for marketing of library information product and services.

It is essential to effective and its consi strategic programming and implementation and its consideration needs and it continuous process for most libraries and information service in the present complex and constantly changing world.

The information generated by marketing research can be part to effective use in forecasting planning.

Instructing and illuminating the whole management decision marketing process.

While Kotler (1982) defines that marketing research is the systematic design and findings relevant to a specific marketing.

Situations or problems facing organization.

Green and other define 'Marketing Research for and analysis of information relevant to the identification and saturation of any problem in the field of marketing in other words marketing research is a necessary for decision.

It is useful for improving marketing

decision and understanding of marketing phenomenon in any marketing situation.

The decisions to be made are identification and selection of marketing opportunities design of marketing strategies for tapping the selected opportunity design of marketing mix elements i.e. products price promotion and distribution.

Thus marketing Research is active and aim oriented it draws on statistics it looks at marketing mix pricing the effectiveness of advertising and invests the whole of marketing communication on the other hand.

Market research is a subject of marketing research which aims at identifying measuring and testing marketing so that services and product can be more effectively progressed.

2 MARKET SEGMENTATION

Market segmentation means sub-dividing the market (customers) into subset allowing each subset to be selected as a target market to be reached with a particular marketing method. For instance, in a university, the customers can be divided into teachers, research scholars, postgraduate students, undergraduate students, distance learning students and non-teaching staff. Basic for segmentation can be:

Geographic:- E.g., Urban, Rural (or on campus, off campus)

Demographic:- Age, Sex, Income, Occupation
(E.g., teaching, non-teaching, student, research scholar.)

Psychographic:- Socio-economic status, lifestyle, hobbies, Personality traits, etc.

Behavioral:- Product Knowledge, usage, brand loyalty, attitude, response to marketing factors, etc.

Benefits:- E.g. DVD library member, CD library member, children library member, etc.

Usage:- e.g., Gold class member (20 books at a time), Silver class member (10 Books at a time), etc.

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Identifying such sub-sets also helps to understand the requirements of a particular class of customers in our libraries. Designing of library services, fixing library timings, pricing of products and book acquisition programs are to be done on the basis of market profile and the segmentation helps a lot in building market profile.

3

PRODUCT

This refers to the goods and services that the library offers. While the traditional libraries offer lending of print books, reference, photocopy services, etc., the present day hybrid libraries offer a blend of both print and electronic information resources which can be accessed anywhere, obviating the need for visiting the library. Product planning constitutes the variety of services / products the library would offer, their quality, usability and up-to-dateness. While the product / service has to be planned keeping in mind the customer needs, the constraints of library budget, staff and other resources also have to be taken note of.

4. PARAMETER IN PRODUCT DESIGN

Obviously in the planning designing development of a product the parameter to be consider are

- 1) Types of library Information [accessed] center
- 2) Users and their information resources
- 3) Use put of the information accessed.
- 4) Purpose stimulation knowledge current Awareness productivity, theorisive comparision, problem solving education decision making adaptation etc.
- 5) Periodicity
- 6) Sources of information (for generating the service product)
- 7) Content aspects quality suplication temporal Aspects quality and Accuracy education qualities etc.
- 8) Presentation of information Textual and not non-textual.
- 9) Format for presentation.
- 10) Distribution / Audience.

Pricing and promotion

Manpower recruitment - Knowledge and skill required number of persons.

Technology - Computer, communication, reprography and its utilization.

Finance - Revenue of expenditure

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Managerial of development - Feasibility phases
cost start-up operational reimbursability and
availability of facilities manpower sources
materials etc. length of extent of
organizational including displacement of personal etc.

5 RATH AND SEETHARAMA 1990

While in the demand-driven approach one must design and develop services and products required by target group and supply driven approach efforts should be in direction of ensuring a feedback from the users on the information products and services some of the areas for feedback from the users on the information product and services.

Some of the areas for feedback include usefulness of products way in which information is applied by the users ease of use suitability for improvement in other words.

Customer satisfaction a key concept in marketing approach should be the objects of focus in designs and development of information service and product. Such an approach not only ensure provision of information in the format the right time but also facilitates use of information.

This is in conforming with the framework for information consolidation. Thus one can observe the process of information consolidation and repackaging as a marketing mechanism.

PLACE / DISTRIBUTION

Distribution has been defined by Lack and Weinberg as the various means available for providing customers with access to "The right product at the right time at the right place."

Product distributions structure are ~~there~~ therefore devised to match the habits and behavior of the group of ~~target~~ customers. As a matter of fact, distribution is a matter of access over time.

The service must be available when the customer need it.

PRICE

Due to escalating costs, libraries have begun charging for the services through selectively. In most of the cases, the purpose of pricing in libraries is to earn some revenue which absorbs at least a small part of running cost and it has never been to commercialize or to make profit by selling information. Some examples of pricing are in the case of photocopies, inter-library loans, Membership fee for outsiders or corporate members, Loan of special items as DVDs, Overdue charges for defaulters, Sale of weeded out books, etc. There are instances of libraries renting out display areas to companies for display of products or obtaining sponsorship for maintaining library websites or printing high use leaflets and the companies are given some privileges in return. Library has to develop a pricing policy which needs to be followed consistently. Also a suitable balance needs to be struck between price and quality. Pricing also needs to be done keeping in view the competition.

* PROMOTION / COMMUNICATION MIX

Once the library has identified the users and their needs and taken a decision on the line and range of product it can supply. success necessary does not follow as the market has to be made aware of the service and product available.

This is exactly what marketing communication does basically market communication has been defined as services of technical often retained to as the communication mix which make it possible to main systematic contact with market and thus to inform it about the product and services available.

In special of the each that there is a certain degree of conceptual confusion regarding the term "marketing communication" most author identify the components of the communication mix as advertising public relations and promotional activities.

The basic principle in marketing communication is the same as any communication process and involves a sender a message and a receives.

9

ADVERTISING

Advertising is the most visible component of marketing and is defined as the entire range of techniques for direct approach and is sporadic activity. The difference between advertising and public relations as ingredients.

In the communication mix the level of control which manage exact over the content of the message transmitted by these two channels.

While the advertising message is determined directly by the organizations in PR the manage person the ground for the communication colonizing event press communication etc.

But the final content of the message is beyond this control (Linstead - 1989)

10

KOTLAR 1994 CHART

Some of the common and relevant activity for librarian and information professionals under PR and advertising

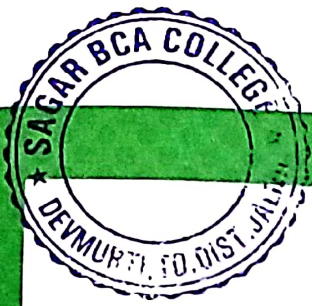
Kotlar 1994

Public Reactions

Advertising

- | | |
|-------------------------------------|---------------------------------------|
| 1) Press kits | Print and Broadcast ads |
| 2) Speeches | Packaging |
| 3) Seminars | Packaging inserts |
| 4) Annual report | Motion Pictures |
| 5) Charitable donation | Brochures for and booklets |
| 6) Sponsorships | Posters & leaflets |
| 7) Publications | Directioners |
| 8) Community Relations | Reprints of ads |
| 9) Lobbying | Display signs |
| 10) Identity magazine | Point of purchase display |
| 11) No company magazine | Auto-visuals |
| 12) News (events / peoples) product | Symbol symbol and logos |

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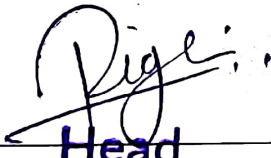
Year 2021 - 2022

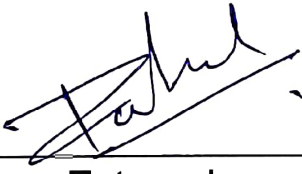
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Head of the
Department of Humanities
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External
Examiner


PRINCIPAL
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Devmurti, Jalna

Date : / / 20

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What is Intellectual property?

Intellectual property (IP) refers to creations of the mind such as invention literary and artistic works designs and symbols name and images used in commerce.

IP is protected in law by, example, patents, copyright and trademark, which enable people to earn recognition financial benefit from what they invent or create - by striking the right balance between the interests of innovators and the wider public interest, the IP System aims to foster, the IP System aims to foster an environment in which creativity and innovation can flourish.

Types of intellectual property

copyright :

Copyright is a legal term used to describe the right that creators have over their literary and artistic works. Works covered by copyright range from books, music, paintings, sculpture and film, to computer programs, database, advertisement, maps and technical drawing.

patents :

A patent is an exclusive right granted for an invention. Generally speaking a patent provides the patent owner with the right to decide how or whether the invention can be used by others. In exchange for this right the patent owner makes technical information about the invention publicly available in the published patent document.

Trademarks :

A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks date back to ancient times when artisans used to put their signature or 'mark' on their products.

Industrial designs :

An industrial design constitutes the ornamental or aesthetic aspect of an article. A design may consist of three-dimensional features, such as pattern, lines or colour.

Geographical indication :

Geographical indication and appellation of origins used on goods that have a specific geographical origin and possess qualities a reputation or characteristics that are essentially attributable to that place of origin - most commonly a geographical indication includes the name of the place of origin of the goods.

Trade secrets :

Trade secrets are IP right on confidential information which may be sold or licensed. the unauthorized acquisition, use or disclosure of such secret information in a manner contrary to honest commercial practices by others is regarded as an unfair practice and a violation of the trade secret protection.

The Importance of Intellectual Property Rights

The purpose of intellectual property right is to encourage new creation including technology, artwork and inventions, that might increase economic growth. Intellectual property rights increase the incentives for individuals to continue to produce things that further create job opportunities and new technologies while enabling our world to improve and evolve even faster.

Raising awareness of IP

World IP Day

On April 26 every year we celebrate World Intellectual Property day to promote discussion of the role of IP in encouraging innovation and creativity. Find out how you can take part.

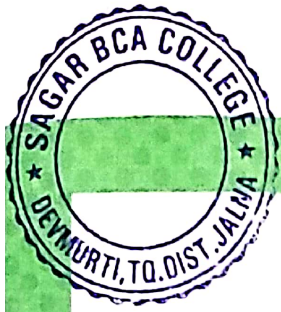
Tools for public outreach

Our outreach tools are free resources to assist IP office and organizations in planning and implementing public campaigns to build better understanding and use of IP.

WIPO Magazine

Subscribe for free to read stories articles and interview showing IP innovation and creativity at work across the world.

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Devmurti, Tq. Dist. Jalna
Subject teacher

Date : / / 20

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ASSIGNED INDEXING USING SEAR'S

LIST

1) RT - Atomic Industry
ST - Nuclear Industry

2) RT - Basic of online searching
ST - Online searching

3) RT - Bible in school
ST - Religion in the public library

4) RT - Biography of Jawaharlal Nehru
ST - Biography - Jawaharlal Nehru

5) RT - census of India
ST - India census

6) RT - Census Chinese out up to 221 Oc
ST - Chinese out 221 Bc

7) RT - Classification of and indexing in social science
ST - Classification - indexing - social science

8) RT - city life
ST - City & Town

- 9) RT - Climate in Australia
ST - Australia - Climate
- 10) RT - Collection development a usage
emotional approach
ST - H brabries - collection development
- 11) RT - Collection of Hindi poetry
ST - Harvesting UK
- 12) RT - Collection of Hindi Hindi drama
ST - corn Harvesting in UK.
- 13) RT - Current trends in information sources
communication media
ST - information services, communication
- 14) RT - Custom duties
ST - Tarrif
- 15) RT - Database system design and development
ST - Database - Design - Development
- 16) RT - Dictionary of English Language
ST - English - Language - Dictionary
- 17) RT - Different religions in India
ST - India - Religion

- 18) RT - Drug habit
ST - Drug abuse
- 19) RT - Economic condition in Pakistan
ST - Pakistan - Economic - condition
- 20) RT - Economic condition in Bangladesh
ST - Bangladesh - Economic - condition
- 21) RT - End Education and libraries
ST - Education libraries library
- 22) RT - Electronic design design
ST - Computer - aided design
- 23) RT - Elements of personal management
condition - carrier development and
creativity
ST - Management motivation ~~psychology~~
psychology
- 24) RT - Etymology of Russian language
ST - Russian language - Etymology
- 25) RT - Exchange of student
ST - Student exchange program
- 26) RT - Family History
ST - Genealogy

- 27) RT - Floating hospital
ST - Hospital ship
- 28) RT - Flora of Japan
ST - 130 trees or plants - Japan
- 29) RT - Forest of water supply
ST - Forest influences
- 30) RT - From French philosophy during 18th century
ST - Geography - France - Philosophy - 18th century
- 31) RT - Guidelines for the evaluation of
information system services
ST - Information system & service
- 32) RT - Geography of Australia
ST - Australia - Geography
- 33) RT - Hand book of Agriculture
ST - Agriculture - Handbook
- 34) RT - Handbook of medicine
ST - Medicine - Handbook
- 35) RT - History of Indian Musium
ST - Musium - India

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36) RT - Health club

ST - Physical fit fitness

37) RT - Indian Politics

ST - Politics India

38) RT - Information system theory and practice

ST - Information system

39) RT - Labor supply in Japan

ST - Labor supply Japan

40) RT - IT libraries in USA

ST - IT USA

41) RT - Law & legislation on regards to
finance to construction industry

ST - Industrial Law and legislation

42) RT - Law of Nation

ST - International Law

43) RT - Lensless photography

ST - Holography

44) RT - Library legislation in India problem
& prospects

ST - Libraries - Law and legislation India.

- 45) RT - Library of congress subjects headings
ST -
- 46) RT - List of engineering periodicals indexing
ST - Engineering - Periodicals - Indexing.
- 47) RT - Libraries literature prizes
ST - Library - Prizes
- 48) RT - Literature search and database;
concept use of literature
ST - literature search techniques and database
- 49) RT - Management of knowledge
ST - Knowledge management
- 50) RT - Marine Architecture
ST - Naval Architecture
- 51) RT - Market survey in USA
ST - Market survey USA
- 52) RT - Manual of Agriculture
ST - Agriculture - Manual
- 53) RT - Mathematical logic
ST - Symbolic logic
- 54) RT - Mathematical Model for construction industries
Russia

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ST - Mathematical models - construction Industries
Russia

55) RT - Medical examination of children
ST - children examination Medical

56) RT - Medical Plants
ST - children medical botany

57) RT - Mental disease
ST - Abnormal Physiology.

58) RT - Method of social survey and research
ST - Social survey research

59) RT - Micro film
ST - Micro photography.

60) RT - Mind Reading
ST - Telepathy

61) RT - National heritage
ST - Cultural property

62) RT - Novel arts and science study of
Technology
ST - Novel education

63) RT - New development in library in information

science in India.

ST - Development - library and information science.

64) RT - Navigation Map

ST - Navigation Chart

65) RT - Occupation stores

ST - Job stores.

66) RT - Open university

ST - Force university

67) RT - Optical disk

ST - optical disk story device

68) ST - Assian architecture

69) RT - Painting color reproduction

ST - color printing.

70) RT - Pre-co-ordinate and post co-ordinate indexing use of Boolean logic in post coordinativity indexing

71) RT - Political violence

ST - Sabotage terrorism

ASSIGNED INDEXING LISTING LCSH LIST

LIST

- 1) RT - Adult education in Andhra Pradesh
ST - Adult education ~~And~~ Andhra Pradesh
- 2) RT - Agriculture in Kashmir Valley
ST - Agriculture - Kashmir Valley.
- 3) RT - A armament industries
ST - A Difence Indug Industry
- 4) RT - Army's in Pakistan
ST - Aris - Pakistan
- 5) RT - Autobiography of Melvil Dewey
ST - Autobiography - Melvil Dewey.
- 6) RT - Bibliography of an art.
ST - Bibliography.
- 7) RT - Block Printing
ST - Block Printing.
- 8) RT - Business Colleges in Bombay.
ST - Bombay - Business

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- 9) RT - Cataloguing Data in machine readable form
ST - Cataloguing of Computer
- 10) RT - Children as criminal in UK.
ST - Children - Crime - UK
- 11) RT - Children literature in Bangali
ST - Bangali - Children literature.
- 12) RT - Cine music of India
ST - Indian music
- 13) RT - Clothing practice in Maharashtra
ST - Clothing and dress
- 14) RT - Color slides
ST - Slides (Photography)
- 15) RT - College and University library
ST - Academic Library.
- 16) RT - Cyclopedia
ST - Cyclopedia
- 17) RT - Dark moon technique in photography.
ST - Color Photography - processing

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18) RT - Day Dreams
ST - Fantasy

19) RT - Dictionary of economics
ST - Dictionary - economics

20) RT - Dictionary of Political Science
ST - Dictionary - Political Science

21) RT - Electronic design
ST - Electronic circuit Design

22) RT - Experimental Universities
ST - Experimental University.

23) RT - Feeling
ST - Touch.

24) RT - Female male relationship
ST - Main - women - relationship

25) RT - Foreign language laboratory
ST - language - laboratory

26) RT - Forest Fang
ST - Forest Animal

27) RT - Handbook of Science and Technology
ST - Science - Technology - Handbook.

- 28) RT - Higher education in western
ST - Education Maharashtra
- 29) RT - Historical Romance
ST - Historical fiction
- 30) RT - Horror film
ST - Horror film
- 31) RT - List of medical periodicals in USA
ST - Medical - Periodicals - USA
- 32) RT - Present status of education in Punjab
ST - Punjab - education
- 33) RT - Rail Transport management
ST - Rail Road management
- 34) RT - Rain fall in Assam
ST - Assam - Rain
- 35) RT - Rural life in India
ST - Country life India
- 36) RT - Spelling in English language
ST - English - language Spelling
- 37) RT - Review of marathi grammer 1950
ST - Review - marathi grammer

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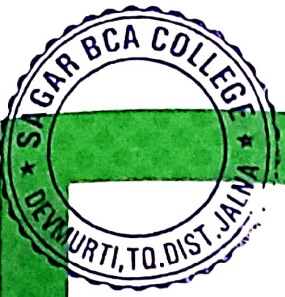
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Date

38) RT - Syllabus of chemical technology
ST - Chemistry Technology.

39) RT - Use of audio visual in education
ST - Audio - visual - education.

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Internal Examiner
Subject teacher

Date : / / 20

Department of



MARKETING RESEARCH SEGMENTATION MARKETING RESEARCH

Marketing research is useful for improving marketing decisions and understanding a marketing phenomenon in any marketing situation. It is especially useful for marketing a library information product and services.

It is essential to effective strategic programming and implementing and its consideration needs and it is a continual process for most libraries and information services in the present complex and constantly changing world.

The information generated by marketing research can be put to effective use in forecasting planning.

Informing and illuminating the whole management decision making process.

While Kotler (1982) defines that marketing research is the systematic design and findings relevant to specific marketing.

Situation or problems facing
organization. Given and other define
marketing Research for and analysis
a information relevant to the inde-
pendent and situation a any problem
in the field a marketing in
other words marketing research as
a necessary for decision.

Marketing in Marketing is gener-
ated It is useful for improving
marketing decision and understanding
of marketing phenomena in any mark-
eting situation.

The decisions to be made are
identification and selection a mark-
eting opportunities design a marketing
strategies for tapping the selected
opportunity design a marketing mix
elements products price promotion
and distribution.

This Marketing research is active and aim oriented it draws on statistical data it looks at marketing mix processing the effectiveness of advertising and determine the role of marketing communication on the other hands.

Market research is a subject of marketing research which aims at identifying measuring and testing marketing so that service and product can be more effectively marketed.



MARKET SEGMENTATION

Market segmentation is the segmentation of the clientel users the basic of the individual difference and group similarity. essentially segmentation is the division of the library or information centers market in to smaller.

more manageable groups they have like characteristics marketing mix can be fine tuned to serve the needs of these group or segment and marketing communication targeted precisely. It be believed that the practice of segmenting market would lead to better use resource and service.

Since those resources and service can be targeted with maximum effectiveness.

MarketingPRODUCT

One common mistake in marketing is to define the product too narrowly which Levitt refers to as marketing myopia - this is the reason why the term.

product has been defined exclusively of marketing the term product refers to both tangible physical product like car, soap and CD Rom containing information as well as intangible service like insurance banking product. Serchrouze defines the product from the marketing standpoint as a set of material and intangible elements fulfilling a practical and a prestige function.

which the consumer wants for the services it provides and its capacity to satisfy needs (Levitt (1991) notes that a potential buyer's product is a complex cluster of value satisfactions.

customers attach value to a product in proportion to its perceived ability to help solve their problems or meet their needs.

Kotler (1994) on the other hand defined product as anything can be offered to a marketing for attention or consumption that might satisfy a wants or needs. He assumes there levels in the concept a product.

Parameter in product Design

obviously in the planning designing development a product the parameters to be considered are.

- 1) Types of library information (accessed) center
- 2) Users and their information remark
- 3) Use put the information accessed.
- 4) purpose Stimulation knowledge creation, enhance productivity, theoretical comparison problem solving, education, decision making, Adaptation etc.
- 5) periodicity
- 6) Source a information for generating the service product.
- 7) content Aspects quality, social, stimulation, temporal aspect, detail, Accuracy, education, qualities
- 8) presentation a information textual and non textual.
- 9) format for presentation
- 10) coverage, scope, subject, period
- 11) distribution, Audience.

Principles of promotion

Empowerment, environment, knowledge and skill required, number of persons.

Technology - computer, communication, Reprography and its citation, Finance, revenue, expenditure, managerial development, Feasibility, phases, cost, Start-up, Operational, remuneration, liability, facilities, empower, source, materials etc. Length of interest, a derogation of existing organisational structure including displacement of personnel etc.

RATH AND SEETHARAMA 1990

While in the demand drive approach one must design and develop services and products required by target group and supply driven approach efforts should be in the direction of ensuring a feedback from the users on the information product and services. Some of the areas for feedback from the users on the information product and services.

Some of the areas for feedback include usefulness of a product, way in which information is applied by the users, ease of use, suitability for improvement in other words.

Customer satisfaction is a key one in marketing approach should be the objects of focus in design and development of information service and product such an approach not only ensure provision of

information in the
format the right time but
also facilities use a information

This is in conforming with
the frame work for information consoli-
dation thus one can observe the
process a information consolidation and
repacking as a marketing mechanism.

PLACE DISTRIBUTION

Distribution has been defined by Lock and Weinberg as the various means available for providing customers with access to

The right product at the right time at the right place.

product distributions structure are there fore devised to match the habits and behaviour of the group of target customers.

As a matter of fact, distribution is a matter of access over time.

The service must be available when the customers need it.

PRICE

The concept a price as an element of the marketing mix covers two different types a price. The money price which concerns the payment of a certain sum by the customer must make in order to obtain access to a product.

As a matter of fact the term price is used including other costs than solely money price is ascribed value generally expressed in terms of a currency units such as rupees pounds and dollars.

It may also be expressed in terms of a service or other goods which the seller and buyer may offer to for the item price goes by many names price most physical merchandises.

Tuition including collage course
dept. A place to live or the use of
equipment for specific time period

Students use a money price profession
details regarding price and pricing
are discussed in the next unit
and hence not given here.

PROMOTION / COMMUNICATION MIX

once the library has identified the users and their needs and taken a decision on the time and range of a product it can supply success necessarily does not follow as the market has to be made guarantee the service and product available.

This is exactly what marketing communication does basically market communication has been defined as services techniques often retained to as the communication mix which make it possible to maintain systematic contact with market and this to information it about the product and services available.

In spite of all the fact that there is a certain degree conceptual confusion regarding the term marketing communication most authors identify the components of the communication mix.

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Date

advertising public relations and promotional activities (Usestia 1984)

The basic principle in marketing communication is the same as any communication process and involves a sender a message and a receiver.

Teacher's Sign. : _____



ADVERTISING

Advertising is the most visible components of marketing and is defined as the entire range of techniques for direct approach and is sporadic activity the difference between advertising and public relations as ingredients.

In the communication mix the level of control which manager expect over the content of the message transmitted by these two channels.

While the advertising messages determined directly by the organization the manager possess the govt for the communication controlling events press communication etc.

But the final content the message is bound this control UNESCO (1989).

Some of the common and relevant activity for librarians and information professionals under PR and advertising

Kotlar 1994

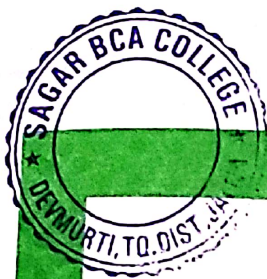
public Reactions

Advertising

- 1) press kits
- 2) Speeches
- 3) Seminars
- 4) Annual report
- 5) charitable donation
- 6) Sponsorships
- 7) publications
- 8) community Relations
- 10) lobbying
- 11) friendly marriage
- 12) No company magazine
- 13) News covers/ people product

- Print & Broadcast ads
- packaging
- packaging filmstrips
- motion pictures
- Brochures & booklets
- posters leaflets
- Directional
- reprints & ads
- loisply signs
- point a upaves clum.
- Auto - viscus
- Symbol R. logis

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Subject teacher

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Date : / / 20

Department of

13 MARKETING RESEARCH / SEGMENTATION MIX MARKETING RESEARCH

Ans.:

Marketing research is useful for improving marketing decisions and understanding of marketing phenomena in any marketing situation. It is especially useful for marketing of library information products and services.

It is essential to effective strategic programming and implementation and it is a consideration needs and a continual process for most libraries and information services in the present complex and constantly changing world.

The information generated by marketing research can be put to effective use in forecasting planning.

Instructing and illuminating the whole management decision making process.

While Kotler (1982) defines that marketing research is the systematic design and findings relevant to a specific marketing

situation or problems facing an organisation and other define marketing research for and analysis of information relevant to the identification and solution of any problem in the field of marketing in other words marketing research is a necessary for decision.

Marketing in marketing is generated.

It is useful for improving marketing decision and understanding of marketing phenomena in any marketing situation.

The decisions to be made are identification and selection and marketing opportunities design and marketing strategy for tapping the selected opportunity design of marketing mix elements products price promotion and distribution.

Thus marketing research is active and aim oriented it draws on pit statistics it looks of marketing mixes pricing the effectiveness of advertising and investment, the whole and marketing communication on the other hands.

Market research is a subject of marketing research which aims at identifying measuring and testing marketing so that services and products can be more effectively marketed.

2> MARKET SEGMENTATION

Ans:- Market segmentation is the Segmentation the client uses the basic of the individual differences and group similarity. essentially Segmentation is the division of the library for information Center market in to smaller.

More manageable groups they have like characteristics marketing mix can be fine tuned group or segment and marketing communication targeted precisely. It be believed that the practice of segmenting markets would lead to better use resources and services.

Since those resources and service can be targeted with maximum effectiveness.

Q.3. PRODUCT

Ans.:

one common mistake in marketing is to define the product too narrowly which leads to a marketing myopia. This is the reason why the team.

"Product" has been defined extensively in marketing the team product refers to both tangible physical product (car, soap and CD-ROM containing information) as well as intangible service (insurance banking producting) Chandra defines the product from the marketing standpoint as a set of perceived and intangible elements fulfilling a practice and a prestige function

which the consumer wants for the services it provides and it's capacity to bring needs Levitt (1991) notes that a potential buyers of product is a complex custom value satisfaction customer attach value to a product in relation to it's perceived ability to help solve their problems or meet their needs

Kotler (1991) on the other hand defined product as anything can be offered to a marketing for intents of consumption that might satisfy a wants or needs "He assigns three levels in the concept of a product

4> PARAMETER IN PRODUCT DESIGN

Ans :- Obviously in the planning designing development of a product the parameter to be consider are

- 1> Type of library information [accessed] center
- 2> Users and their information need
- 3> Use put a the information accessed
- 4> purpose stimulation knowledge current awareness
productivity thesisive composition problem solving
education session marketing adaptation etc.
- 5> Periodicity
- 6> Sources of information for generating the services
product
- 7> Content aspects quality govt stiction temporary
aspects quality and accuracy education qualities etc.
- 8> Presentation of information textual and non-
textual.
- 9> Format for presentation
- 10> Convergenewe Subject Period
- 11> Distinctind / Audience
Princing and promotion
Manpower requirement - Knowledge and Skill required
Number of persons.
Technology - computer communication sermography and
its utilization
Finance - revenue and expenditure
Managerial and development - feasibility phases as
Start-up operational remunability viability and

EXPERIMENT :

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facilities manpower sources materials etc. length
of attack and damage in causing organisational
strains including displacement of personnel etc.

Q. 5

RATH AND SEETHARAMA 1990

Ans :-

While in the demand-driven approach one must design and develop services and products required by target group and supply driven approach efforts should be in the direction of ensuring a feedback from the users on the information products and services same and the areas for feedback from the users on the information product and services.

Some of the areas for feedback include usefulness of products way in which information is applied by the users ease and use suitability for improvement in other words.

Customer satisfaction a key one in marketing approach should be the objects and focus in designs and development and information services and development and information service and product such and approach not only ensure provision of information is the

format the right time but also facilitates use of information.

This is in conforming with the frame work for information consolidation thus one can observe the process and information consolidation and responding as a marketing mechanism.

Q. 7. PLACE / DISTRIBUTION

Ans: Distribution has been defined by rock and Weinberg as the various means available for providing customers with access to the right product at the right time at the right place.

Product distribution structures are there for devised to snatch the habits and behaviour and the group and forget customers.

As a matter and fact, distribution is a matter of access over time.

The service must be available when the customers need it.

Q. 8. PRICE

Ans:

The concept of Price as an element of the marketing mix covers two different types and price the monetary price which concerns the payments and certain sum by the customer must make in order to obtain access to a product.

As a matter of fact the term price is used including other costs & hence solely money price is ascribed value generally expressed in terms and currency units such as rupees, pounds and dollars.

It may also be expressed in terms of service or other goods which terms and service or other goods which the seller and buyer may offer to exchange. For the item price goes by many names price most physical merchandises.

Tuition (education e.g. college course) (place to live or the use of equipment for a specific time period). Interest (use of money) for progression etc. Details regarding price and pricing are discussed in the next unit and hence not given here.

9) PROMOTION / (COMMUNICATION) MIX

Ans: Once the library has identified the users and their needs and taken a decision on the line and range of product it can supply success necessarily does not follow as the market has to be made aware and the service and product available.

This is exactly what marketing communication does basically marketing communication has been defined as series of techniques often referred to as the communication mix which make it possible to maintain systematic contact with market and thus to information about the product and services available.

In spite of the fact that there is a certain degree of conceptual confusion regarding the term "marketing communication most identify the components and the communication mix as advertising public relations and promotional activities.

(uses in 1989)

The basic principle in marketing communication process and involves a sender as a message and a receiver.

Q.10] ADVERTISING

Ans:-

Advertising is the most visible component and marketing and is defined as the totative range of techniques for direct approach and is sporadic activity the difference betn advertising and public relations as ingredients.

In the communication mix the level and control which managers exert over the content and the message transmitted by these two channels while the advertising message is determined directly by the organizations in PR the managers person the ground for the communication coordinating events Press Communication etc.

But the final content and the message is beyond this control (unesco-1989)

Q. 11.

Some and the common and relevant activity for situations and information professionals under PR and advertising.

Kodlan 1994.

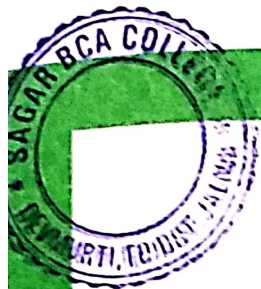
Public Reaction

Advertising

- 1) Press kits
- 2) Speeches
- 3) Seminars
- 4) Annual reports
- 5) charitable donation
- 6) Sponsorships
- 7) Publications
- 8) Community Relations
- 9) Identity magazine
- 10) No company magazine
- 11) News events (People's Product).

- Print and Broadcast ads
- Packaging
- Packaging in seminars
- Motion Pictures
- Brochures and booklets
- Posters and leaflets
- Directional
- Relaxants and ads
- Print and purchase design
- Auto-visual
- Symbol and logos

[Signature]



CERTIFICATE

Class M.Lib

Year 2021-22

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Shri / Kumari PRAROD BABURAO WAGH

of _____ division _____ Roll No. _____

Uni. Exam No. _____ has satisfactorily completed the

required number of practical and worked for the 1st term / 2nd term /

both the terms of the year 20____ 20____ in the college laboratory

as laid down by the university.

Head
Head of the
Department of Humanities
Sagar BCA College, Jalna.

External
Examiner

PRINCIPAL
Sagar BCA College
Jalna

Date : / / 20

Department of



What is Intellectual Property ?

Intellectual Property (IP) refers to creations of the mind such as inventions; literary and artistic works; designs and symbols, name and images used in commerce.

IP is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance betⁿ the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

Types of intellectual property

Copyright -

Copyright is a legal term used to describe the rights that creators have over their literary and artistic works. Works covered by copyright range from books, music, paintings, sculpture and films, to computer programs, databases, advertisements, maps and technical drawings.

Patents -

A patent is an exclusive right granted for an invention. Generally speaking, a patent provides

the patent owner with the right to decide how - or whether - the invention can be used by others. In exchange for this right, the patent owner makes technical information about the invention publicly available in the published patent document.

Trademarks

A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks date back to ancient times when artisans used to put their signature or "mark" on their products.

Industrial designs

An industrial design constitutes the ornamental or aesthetic aspect of an article. A design may consist of three-dimensional features such as the shape or surface of an article or of two-dimensional features, such as patterns, lines or color.

Geographical indications

Geographical indications and appellations of origin are signs used on goods that have a specific geographical origin and possess qualities, a reputation or characteristics that are essentially attributable to that place of origin. Most commonly a geographical indication includes the name of

EXPERIMENT:

No.

Page No.

Date

of the place of origin of the goods.

Trade secrets -

Trade secrets are IP rights on confidential information which may be sold or licensed. The unauthorized acquisition, use or disclosure of such secret information in a manner contrary to honest commercial practices by others is regarded as an unfair practice and a violation of the trade secret protection.

The Importance of Intellectual Property Rights -

The purpose of intellectual property rights is to encourage new creations, including technology, artwork and inventions, that might increase economic growth. Intellectual property right increase the incentives for individuals to continue to produce things that further create job opportunities and new technologies while enabling our world to improve and evolve even faster.

Raising Awareness of IP -

World IP Day -

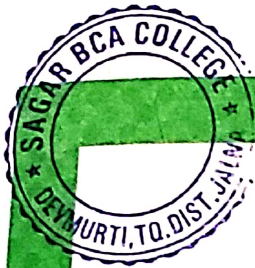
ON April 26 every year we celebrate World Intellectual Property Day to promote discussion of the role of IP in encouraging innovation and creativity. Find out how you can take part.

Tools for Public Outreach -

Our outreach tools are free resources to assist IP offices and organizations in planning and implementing public campaigns to build better understanding and use of IP.

WIPO Magazine -

Subscribe for free to read stories, articles and interviews showing IP, innovation and creativity at work across the world. (Available in English, French and Spanish).



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required number of practical and worked for the 1st term / 2nd term /
both the terms of the year 20____ 20____ in the college laboratory
as laid down by the university.

Pige
Head
Department of Humanities
Sagar BCA College, Jalna.

Kah
External
Examiner

M
PRINCIPAL
Sagar BCA College
Internal Examiner
Devmurti, Tq. Dist. Jalna
Subject teacher

Date : / / 20

Department of

* Marketing resurch / segmentation
Mix Marketing resurch.

→ Marketing resurch is usefull
for improving marketing designs
& understanding of marketing
phenomenon in any marketing
situation. It is especially usefull
for marketing of library. Information
produte & services.

It is essential to effective
statergic programming & imple-
mentation. continual process
for most libraries & information
services in the present complex
& constantly changing world.

The information generated
by marketing resurch. Can be
put to effective use in
forecasting planning

Instructing & eliminating
the whole management decisions
marketing process

— while Kotler (1982) define that marketing research is the systematic design & finding relevant to a specific marketing

situation or problems facing organisation. Green & other define :

Marketing research for and analysis of information relevant to the identification & situation of any problem in the field of marketing in other words;

Marketing research is a necessary for decision.

It is useful for improving marketing decision & understanding of marketing phenomenon in any marketing situation

The decision to be made are identification & selecting a marketing opportunities. design of marketing for tapping the selected opportunities. design of marketing mix element product. price. promotion & distribute

The marketing research is active & aims orient. it draw on statistic & look at marketing mix. pricing the effectiveness. of advertising & investing. the whole of marketing communication on the other hand,

Market research is a subject of marketing research which aims at identifying the measuring & testing, so the service & product can be more effectively marketed.

* Market Segmentation

Market Segmentation means Sub-dividing the market (customer) into subset allowing each subset to be selected as a target market to be reached with a particular marketing method for instance in a University the customer can be divided into teacher research scholar postgraduate student undergraduate student distance learning student, Staff. Basis for Segmentation can be:

- Geographic :- E.g. Urban, Rural (on campus, off campus)
- Psychographic :- Socio economic, Status life style hobbies, Personality etc
- Demographic :- Age, Sex, Income occupation (E.g. teaching, non teaching student, research scholar).

- i Behavioral $\rightarrow$ Product knowledge, usage, brand loyalty attitude response to marketing factors etc,
- ii Benefit $\rightarrow$ E.g. DVD, Library Member e.D. Library member, children Library Member, etc
- iii Usage $\rightarrow$ e.g. Gold class member (20 books at a time) Silver Member (10 books at a time) etc

Identifying such sub-sets also help to understand the requirements of a particular class of customer in our libraries. Designing of library services, fixing library, timing pricing of product & book acquisition programme are to be done on the basis of Market profile and the Segmentation help a lot in building

Market profile

* PRODUCT -

This refers to the goods & services that the library offers. While the traditional library offer lending of print book reference, photocopy, services etc

The present day hybrid libraries offer a blend of both print & electronic information resources which can be accessed anywhere, obviating the need for visiting the library. product planning constitute the variety of service/product the library would offer. their quality & usability & up to dateness

While the product/services has to be planned keeping in mind the customer needs. the constraints of library budget, staff & their other resources also have to be taken note of

* PARAMETER IN PRODUCT DESIGN..

Obviously in the planning design development of a product the parameters to be considered are,

o) Type of library information (accessed) center

o Users and their information resource

o Use put of the information accessed

o Perpose stimulation (for generating the series product) knowledge current awareness productivity (creative compensation; problem solving education decision making adaptation etc

o Product Periodicity .

o Sources of information (for generating the service product)

o Content aspects quality & sophisticate

- Temporal Aspect quality and Accuracy, education, qualities ect

• Presentation of information textual & non textual.

• format for presentation

• Distribution / Audience

Pricing and promotion

Manpower. requirement knowledge & skill required number of person

Technology & Computer Communication, & its retention.

Finance - Revenue of expenditure

Managerial of development - feasibility

Phases - cost start up, operational, reimbursability & availability of facility manpower. Sources materials

EXPERIMENT :

No.

Page No.

Date

- etc Length of extent of materials
~~etc~~ organisational - including
displacement of personal etc

Teacher's Sign. : _____



* RATH. AND SEETHARAMA - 1990 -

While in the demand-driven approach one most design & development services and product require by target group & supply driven approach effort should be in direction of ensuring a feedback from the users on the Information product & services. Some Surveys on the Information product & services.

Some of the areas for feedback include usefulness of product way in which Information is applied by the users, ease of use, suitability for improvement in other word.

Customer Satisfaction a key one concept in marketing approach should be the object of focus in design & development of Information service, & product such and approach not only ensure provision of Information in the format the right time but also facilitates use of Information

- This is in conforming with the frame work for Information consolidation. Thus one can observe the process of Information consolidation & re-packing as a Marketing Mechanism.

* PLACE / DISTRIBUTION.

- Distribution has been defined by hawk & weinberg as the various with access to the available for providing customer with access to the right product at the right time at the right place.

Product distribution structure are therefore devised to match the habit and behaviour of the group of target customer. As a matter of fact distribution is a matter of access over time.

The service must be available when the customer need it.

* PRICE :-

Due to escalating cost libraries have begun charging for the service through selectively in most of the cases. The purpose of pricing in libraries is to earn some revenue which observe at least a small part of running cost of it. It has been been to commercialise or to make profit by selling information. Some examples of pricing are in the membership fee for outsiders or corporate members, Loan of special items as DVD's, overdue charges for defaulters, Sale of weekend out book etc.

There are instances of Librarian renting out display areas to companies for display of product or obtaining sponsorship. High use liftet & the companies are given some privileges in return. Library has to develop a pricing policy which need to be followed consistently also a suitable balance need to be struck between price and

- quality pricing also need. to be clone. keeping in view the competition

* PROMOTION / COMMUNICATION MIX

- Once the library has identify the uses & their needs & taken a decision on the line & range of product it can be supply. Success necessary does not follow as the market has to be made aware of the service & product available.

This is exactly what marketing communication does basically. Market communication has been defined as services of technical often retained to as the communication mix which make it possible to maintain systematic contact with market and thus to inform it about the product & services available.

- In special of the each that there is a certain degree of conceptual confusion regarding the term "Marketing communication". Most author identify the component of the communication mix as advertising, public relations & promotions activities.

The basic principle in marketing communication is the same as any communication process & involve a sender a message & a receiver.

✱

ADVERTISING -

- Advertising is the most visible component of marketing & it is defined as the entire range of technical for different approach and is sporadic activity

The difference between advertising & Public relation as ingredients

In the communication mix the level of control which management exact over the content of the message transmitted by these two channels

While the advertising message is determined directly by the organisation in PR, the message management person the ground for the communication colouring event press communication etc.

But the final content of the message is beyond this control.
(Linsco - 1989)

KOTLAR 1994 CHART

Some of the common & relevant activity for Librarian & Information professionals under PR, & Advertising

Public Relation

Advertise

1) Press kits	Print & Broadcast
2) speeches	Packaging
3) Seminars	packaging Inset's
4) Annual Report	Motion pictures
5) Charitable donation	Brouchurs & book
6) Sponsorship	Posters & Leaflets
7) Publication's	Directioners
8) Community Relation	Reprint of add's
9) Cobbing	Display sign's

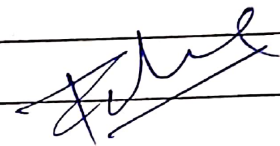
10) Identity Manage

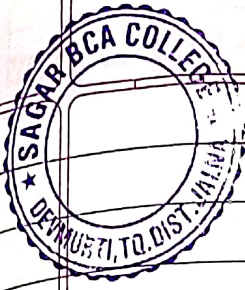
point of purchase
display11) No company
Magazine

Auto visual

12) New's (event/
people) products

Symbols & Logos





अ॥

अमोल जास्कर नरवोडे

ग्रंथ नं. CMLB201204

कला/स M.LIB 1st year 2nd semester

Year - 2021-22

Sagar B.C.A. college Jalna.

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अनुक्रमिका

① प्रस्तावना

② ग्रंथालयाची स्थापना

③ ग्रंथालयाची स्मार्त

④ ~~ग्रंथालयाची~~ ग्रंथालयाची स्मार्त

⑤ Non - Teaching staff

⑥ दैनिक व नियतकालिक

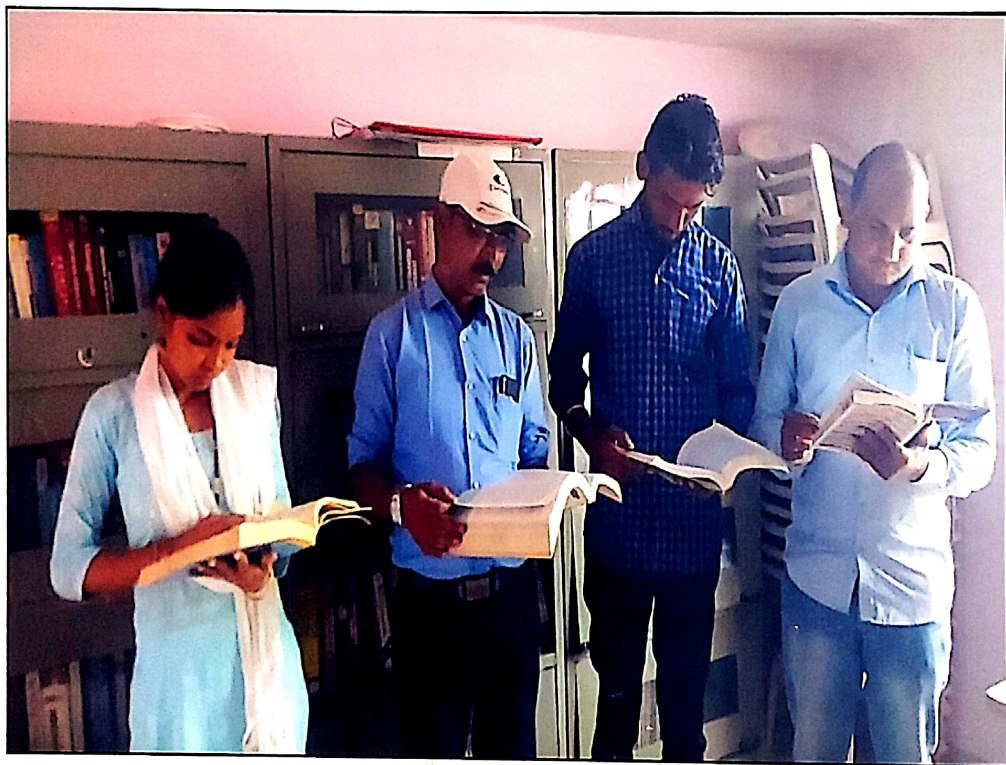
⑦ प्रस्तावना

⑧ ग्रंथालयाची स्थापना

⑨ ग्रंथालयाची स्मार्त व चालनाथ व्यवस्था

⑩ ग्रंथालयाची महाविद्यालयी माहिती

⑪ समारोप



सागर बी.सी.एड कॉलेज देवगुर्ती,
ता. जि. जालना या ठिकाणाचे कार्यचरि

- ① प्रा. डॉ. महाजन व्ही.व्ही.
- ② प्रा. डॉ.
- ③ प्रा. डॉ. जिगे पी.
- ④ प्रा. पाणिन शकुंतला
- ⑤ प्रा. सुरेष्कर डी.ई.
- ⑥ प्रा. नजरखने मनजी.
- ⑦ प्रा. डॉ. सोळुंके के.के.
- ⑧ स्वप्नाली राठोड
- ⑨ सुदेश वाघमारे
- ⑩ राहुल दसपुते
- ⑪ हर्षवर्धन तनपुरे
- ⑫ वैष्णवी तनपुरे
- ⑬ मंगल पंचपोर

ग्रेथानुगत उपलब्ध असलेली दैनिक व नियतकाबिके

- ① टाइम्स ऑफ इंडिया
- ② लोकमत
- ③ लोकसत्ता
- ④ महाराष्ट्र टाइम्स
- ⑤ दिव्य मराठी
- ⑥ सकाळ
- ⑦ द. हिंदू
- ⑧ पुण्य नगरी

प्रस्तावना :-

दि. ०६/०६/२०२२ या दिवशी आम्ही
डा. अ. सी. ए. कॉलेज देवभर्ती प्रथम वर्षाचे
विद्यार्थी, प्रत्यक्ष महत्त्वाची माहिती घेणे नमुद
केली आहे.

महाविद्यालयीन कर्मचारी व शिक्षकांची
मात्र आम्ही येथे आलो व कॉलेजच्या ग्रंथालयाविषयी
चर्चा केली त्यांनी आम्हाला व्यवस्थित माहिती दिली
व पुढील वाटचालीसाठी प्रोत्साहन दिले.

मात्र. दि. ०६/०६/२०२२ या रोजी आम्ही
या ठिकाणी आम्ही सर्व विद्यार्थ्यांनी फक्त येऊन
ग्रंथालयाची माहिती घेतली आणि त्याचा अडथळा
व समस्या पण विचारात घेतल्या तशीच शिक्षकांनी
ग्रंथालयाची व्यवस्थित माहिती दिली.

ग्रंथालयाची स्थापना

सागर बी. सी. ए. कॉलेज देवमूर्ती,
ता. जि. जालना या महाविद्यालयाची स्थापना २००९
साली झाली.

शिक्षणापासून कोणताही विद्यार्थी वंचित
राहता कामा नये, त्यांची गरजेचे होऊ नये.

वैयक्तिक शिक्षणापासून व वैयक्तिक
शिक्षण घेणाऱ्या विद्यार्थ्यांना कोणत्याही प्रकारची
गरजेचे होऊ नये आणि त्यांना हवी ती माहिती
या महाविद्यालयातून व्हावी विशेष म्हणजे ग्रामीण
आगामध्ये या महाविद्यालयातून व्हावी विशेष म्हणजे
ग्रामीण आगामध्ये या महाविद्यालयाची स्थापना ही
मुळ हेतू की, ग्रामीण भागातील होतकरू
मुलापर्यंत हे शिक्षण पुरवण्याचे काम असे सागर
बी. सी. ए. कॉलेज देवमूर्ती ता. जि. जालना करेले.
ग्रामीण भागातील विद्यार्थ्यांची
उच्च शिक्षण घ्यावे हेच त्या मागील कायदा आहे.

ग्रंथालयाची इमारत

सागर वी सी.ए. कॉलेज देवमुर्ती
रोड या महाविद्यालयात 06/08/2022 रोजी
ब्रेट दिनी तसेच तेथील ग्रंथालय पटील मंडप
आहे.

महाविद्यालयातील तेथील
ग्रंथालयातील ब्रेट घेवून विविध पुस्तके लेखकांची
माहिती त्यांना विचारली तेथील ग्रंथ ग्रंथसंपादकी
व्यवस्थात माहिती विचारली तेथील इमारतीचे
बांधकाम सिमेंटमध्ये पक्क्या स्वरूपाचे आहे.

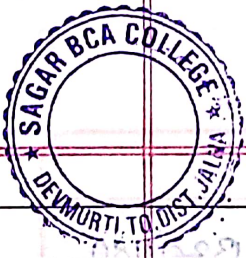
इमारत ही भव्य दिव्य आहे
इमारतीचे खोल्या हवेदार आहे. निसर्गमय
वातावरणाला ही इमारत आहे इमारती भोवती
अनेक प्रकारची झाडे आहे. इमारतीला शोधल
असे रंग रंगोटी फेलेली आहे. समोर एक
मोठे फाटक आहे ग्रंथालयाची इमारत ही
आकर्षक आहे.

अनुक्रमिका

- ① ग्रंथालयाची श्मरल
- ② Non - Teaching staff
- ③ दैनिक व नियतकालिक
- ④ प्रस्तावना
- ⑤ ग्रंथालयाची स्थापना
- ⑥ ग्रंथालयीन वस्तुनामध व्यवस्था
- ⑦ महाविद्यालयीन माहिती
- ⑧ स्मरौप

Q





INDEX



Handwritten text in Devanagari script, likely a title or subject name, possibly 'संस्कृत' (Sanskrit) or 'अभ्यास' (Exercise).

Head
Department of Humanities
Sagar BCA College, Jalna,

PRINCIPAL
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Devmurti, Tq. Dist. Jalna

પ્રસ્તાવના

મી. વર્ષા શહાદેવ કાઠવળે . સાગર વી. સી. મા.
કોલેજ , દેવમૂર્તી (ભાઈ) , મિલ્કેડેડ રાજા રોડ. તા. જિ.
અમીના .

ग्रंथालय संगणकीकरण



ग्रंथालयाच्या संगणकीकरणाचे तंत्र वेगवेगळे आहे. विविध कार्य डोक्यासमोर ठेवून अशी तयार केलेली प्रस्तावत.

ग्रंथालयातील दैनंदिन कामकाजाचा आढावा घेवूनच त्यांची निमीर्ती करावी लागते. तेव्हा येथे आपण ग्रंथालयातील विविध कार्ये आणि त्यासाठी संगणक कसा वापरता येईल याचा विचार करूनच त्या बाबेत ग्रंथालयाची प्रणाली पाहिले.

सर्वसामान्यपणे ग्रंथालयातील संगणकीकरणासाठी पुढील प्रणाली विकसित केल्या गेल्या आहेत.

त्यातील काही सरकार व सार्वजनिक संस्थातर्फे वापर केला जात आहे तर काही शा व्यापारी तत्वांवर उपलब्ध केल्या गेल्या आहेत.

विद्यापीठ व सहविद्यालयीन ग्रंथालयासाठी संगणक प्रणालीतील विद्यापीठ ग्रंथालयातील सर्व प्रकारचे वाचन साहित्य आणि संस्थेने मोठा असलेला वाचक वर्ग लक्षात घेता अशा ग्रंथालयांना वेगवेगळे कामे कार्यक्षमतेने चार पडावी लागतात. संगणक आणि साहित्यशास्त्र क्षेत्रात फार मोठी क्रांती केली आहे. ग्रंथालयातील साहित्याचे साठवणी वाचनात्मकता साहित्य परत देणे. या गोष्टी लक्षात घेता.

इलेक्ट्रॉनिक या विद्यापीठ अनुदान मंडळाच्या माध्यमातून विंडोज पद्धतीवर आधारित ग्रंथालयातील सर्व साधन समष्टी आणि दैनंदिन वाचकांना दिलेल्या सेवांच्या व्यवस्थापनासाठी 'सीम' ही संगणक प्रणाली विकसित करून जणू ग्रंथालयाच्या संगणकीय भूतभूत कार्ये केले आहेत.

ते पुढीलप्रमाणे दिसतील.

1) ग्रंथोपनि व ग्रंथोपकार

2) तपस्वीकरण

3) देवसेव

4) सिद्धि कर्तव्य

5) ग्रंथ व्यवस्थापन

व महाविद्यालयातील ग्रंथालयातील संग्रहीत व वितरित

१) लायब्ररीमन

लायब्ररीमन संग्रहालय प्रणाली ही सात दृष्ट्या विभागली असून ग्रंथालयातील संपूर्ण कामकाजासाठी ती उपयुक्त आहे. ही हे सात विभाग पुढील प्रमाणे:

१) प्रवेश

२) ग्रंथोपनि

३) संपादन

४) तपस्वीकरण

५) देवसेव

६) सिद्धि

७) शोध

ही प्रणाली व्यापारी तत्वावर असून सी/डी/एम आय एच आय एस वेस्तुके ग्रंथालयासाठी उपयुक्त असणारी माहिती प्रणाली आहे.

* डलनेट च्या प्रमुख इतिवृत्त पुढील

प्रमाणे आहेत.

१) माहिती संयोजन करणे लिखित प्रकाशन
आणि वितरणासाठी डलनेट याचा उपयोग
करण योजवना देणे.

२) सभासद संशान्ताना पुढील बाबतीत
सांगवणे करणे ललीकीकरण डाटाबेस
आणि माहिती च्या देवाने देवाने करणे.

३) डलनेट डलनेटच्या विविध विषयावरील
प्रत्येकाचा समतोल संशोधन करणे व लक्ष
घेणे असणेची पुनरावृत्ती करणे.

४) सभासद संशान्त्याकडील प्रकाशित कान्यानीय
साहित्याचा वाढक संशान्त्या सहजाने सोई करीत
वगवेत.

५) मनुष्य कराने लिखा यंत्राने वगवेलेल्या
साहित्याने प्रत्येक वेग वेग शुद्धी
विकसीत करणे.

* इंटरनेट *

इंटरनेट हे माहितीचे वेवाण
वेवाण करणारी संगणकीय संतर्ण आहे.
इंटरनेटच्या सहायाने कोणतीही माहिती
कोणत्याही कोणत्याही ठिकाणी पोहचवित्य
येते. ई-मेल, वॉड वाईड वेब इंटरनेट
हिल्याही ही इंटरनेटची माहिती आहेत.

* इंटरनेटचे कार्यदे :-

① माहितीची देवणावळण

② सोफ्ट वेअर

③ पश्चोसिग

④ माकेलीग

आपल्या संगणकावर, हार्डवे
सॉफ्टवेअर लोड करायचे असते तर
ज्याचीज व सिडिंग मधून आपले
वेड सज्जण.

* इन्फ्लिबनेट

इन्फ्लिबनेट (INFLUNET)
ची स्थापना १९९१ मध्ये अहमदाबाद
येथे युनिव्हर्सिटी ग्रंथ कमिशनच्या
सहायाने झाली.

या पुढाची मध्ये
तुजी सीची महीनी आहे. माहिती केंद्र
संशोधन संस्था, महाविद्यालयीन ग्रंथालयाचे
संगठनाच्या संशोधन संस्थेचे सहयाने
एकमेकांना जोडलेले आहेत.

इन्फ्लिबनेट द्वारे कायदा
तुलाचे सेवा दिली जाते, नव्या संशोधन
संशोधन तत्वाच्या उपयोगे करणे.

प्रत्येक केंद्र ग्रंथालयातील
माहिती शोधाला सहकार्यीकृत होऊन
दुणे या सर्व शाखा ग्रंथालयास असणे
अवश्यक आहे.

तसेच दुर्कल ज्ञाना मदत
करणे या सर्व शाखा समाधानासाठी
व्यवसायीकता प्रशिक्षण देणे या सर्व
शाखा पूर्ण करण्यासाठी पुढील सेवा
देण्यासाठी येवणा तयार करणे.

इंटरनेट (INTERNET)

भारतीय शासनाच्या इलेक्ट्रॉनिक विभागाने दूरसंचार संशोधन संस्थेच्या कामधेयासाठी सुरु केलेली ही एक सुविधा आहे.

एज्युकेशन डॉट्स, रिसर्च नेटवर्क असून याचे पूर्ण नाव आहे. या नेटवर्कच्या माफक भारतीय दूरसंचार व संशोधन क्षेत्रात कार्य करणाऱ्या एकमेकांच्या शोधकृत कामे शोध घेणे.

या कामी युनायटेड नेशन्स जेन्टलमन प्रोग्राम ने भारतला सहकार्य मिळत आहे. इंटरनेटच्या या नेटवर्क मध्ये आ. संस्था सहकारी झालेल्या होत्या त्या म्हणजे भारतीय पाल.

- ① लॅट्रेशान (FISIC) प्रशिक्षण संस्था
- ② विज्ञान विभाग (FISIC)
- ③ भारतान्ची विज्ञान लॅट्रेशान संस्था FISIC
- ④ शब्दांचे केंद्र (NCTIC) मुंबई
- ⑤ भारताच्या राष्ट्रीय इलेक्ट्रॉनिक विभागाच्या संस्था
- ⑥ याच्या माफक संपूर्ण देशाभरात संगणकाचे जाळे तयार झाले आहे.
- ⑦ ज्यायोगे दूरसंचार व संशोधन कार्य क्रमाने जाहीर उपलब्ध आहे.

* INCS 1-

International Network Information System

आंतरराष्ट्रीय पातळीवर काम करणाऱ्या इंटरनेट आधारित एनजीएनओ तीर्थ सदस्य शहर आणि इतर आंतरराष्ट्रीय सेवा यांच्या सहकार्य प्रयत्नांनी बदलत्या माहिती प्रणाली निर्माण झाली.

आनुषंगिक माहिती प्रणाली हा पूर्णपणे इंजिनियर माहिती प्रणालीवर आधारित आहे. संगणकीकरण सगळी देखील क्षेत्रांची पद्धत पापटली जाते.

जमाने जालम व कृत्रीमा विज्ञान पद्धती प्रसिद्ध होण्याचा वास्तव्य माहिती सामाजिक जाला ती माहिती वेळोवेळी आकार घेऊन मिळतल्या स्वरूपात प्रभावीत केले जाते.

ली पूर्वी इंग्रजी भाषा इंजिनियर या नावाने प्रसिद्ध आहे. इंजिनी खेरीज इतर शिक्क संकेतार निमित्त कमी माहिती नाव खंड खेरीक लारीय पृष्ठ ह्यात जाणारी माहिती उपलब्ध करून देण्याचे मात करी माहिती वासन

डिजिटल साहित्यिक इनफोर्मेशन सेंटर (डिजिटल साहित्यिक इनफोर्मेशन सेंटर)

[Signature]



Name: Amol Bhaskar Narwade

College- Sagar B.C.A. College Jalna

Year: Year - 2021-22

Class: M.Lib 1 year 2nd semester

Seat No:- CMLB 20/204

Subject: Project

Head
Department of Humanities
Sagar BCA College, Jalna.

PRINCIPAL
Sagar BCA College
Devmurti, Tq. Dist. Jalna

ग्रंथालय संगठनीकरण - III

अ) विद्यापीठ व महाविद्यालयीन ग्रंथालयासाठी संगणक प्रणाली सोल.

विद्यापीठ ग्रंथालयातील सर्व प्रकारची विद्यापीठ वाचन साहित्य आणि संशोधन मोठा असलेला वाचक वर्ग भक्षाल घेता अशा ग्रंथालयांना कामे कार्यक्षमतेने पार पाडूवी भागताल.

संगणक आणि इरसचा माध्यमाने तंत्रज्ञानाने आणि माहितीच्या क्षेत्रात फार मोठी क्रांती आली आहे. ग्रंथालयातील साहित्याचे आवणी वाचन लेख माहिती परत देणे या गोष्टी बरे इंटेन्जेट या ग्रंथालयातील सर्व साधन सामुग्री आणि दैनंदिन वाचकांना दिल्या जाणाऱ्या सेवांच्या व्यवस्थापनासाठी केला. हे संगणक प्रणाली विकसित करून जेथे ग्रंथालयाच्या संगणकीकरणाच्या मुलभूत कार्य केले.

सोमची निर्मिती ही फ्लामेट सॉफ्ट रचना आहे यावर आधारित आहे संगणक प्रणाली हल्लाखण्यासाठी व काम करण्यासाठी अविशय सोपी पद्धत आहे.

त्यामध्ये खालील कामाचा आंतर्भाव असले.

- * ग्रंथोपार्जन व लेखास्कार
- * सान्निधिकीकरण
- * देवघेव
- * सिरियल कंट्रोल

ग्रंथ व्यवस्थापन या संगणक प्रणालीत जाण्यामार्फत

सर्व कार्याचे मकमेकांशी जोडणे शक्य झाले आहे.

लायब्ररीयन

लायब्ररीयन संगणक प्रणाली ही संपूर्ण घटकाला विभागलेली असून ग्रंथालयाच्या संपूर्ण कामकाजासाठी ती उपयुक्त आहे हे सात विभाग पुढील प्रमाणे आहेत.

- | | |
|----------------|-------------|
| ① प्रवेश | ② संपादन |
| ③ देव-घेव | ④ शोध |
| ⑤ ग्रंथोपार्जन | ⑥ तालिकीकरण |
| ⑦ महवाग. | |

ही प्रणाली व्यापारी तत्वावर उपलब्ध आहे.

पी.डी.एस. (भाय. मुल. भाय. मुल.)

ही प्रस्तुत ग्रंथालयासाठी उपयुक्त असणारी प्रणाली नव्हे ही प्रणाली हाताळण्यासाठी ज्या प्रणाली वापरल्या जातात त्या मालिकेतील एक प्रणाली आहे.

CDI/ISIS आहे

Computerized Document System / Integrated

set of interfunctional service यांच्या सहयोगे ग्रंथालयातील ग्रंथ नियमकानिकातील लेख त्यांचे व्यवस्थापन विविध प्रकारच्या प्रतुप्राप्ती करिता करता येते. त्याची उपलब्धता सर्व ग्रंथालयांना वापरण्यासाठी केली आहे मात्र

1980 च्या मध्यपर्यंत National Information

Systems on source and technology

new वेळी मोठ्या माफेत ही संगणक प्रणाली प्रस्तुत केली गेली जिस्ताने इन्स्टाक्या आपणान

करून योग्य पद्धतीने वापर करण्यात यावा.
 सी.डी. एस. भाग. / माध्य. पु.प.
 माध्य ही माहिती साधवण्याची व त्याची पुनर्प्राप्ती
 करून माहितीचे पुनर्मुल्यांकन व व्यवस्थापन
 करण्यासाठी सर्व वापरणी जाणारी ग्रंथालय
 संगणक प्रणाली आहे. ही प्रणाली भारतीय
 माहिती पुस्तिका आहे. ही प्रणाली माहितीस
 पुनर्प्राप्ती करून ती अधिक समृद्ध करून
 वापरता येईल.

- ① उपयोजकाकडून आवश्यक अशा माहितीचे
स्वरूप व तिचे विकल्प त्याची माहिती देणे.
- ② अगोदर असलेल्या माहिती मध्ये नविन माहिती
अरणे.
- ③ सुची करणे.
- ④ अगोदर असलेल्या माहितीमध्ये सुधारणा करणे.
- ⑤ उपयोजकाच्या वेगवेगळ्या प्रकारांनुसार कोडीची
सादरीकरण करणे.
- ⑥ निश्चित स्वतःपाची कोडी शोधणे.
- ⑦ उपयोजकांना गरजेनुसार माहितीची विक्री
व छपाई करणे.

* ग्रंथालय :-

ग्रंथालय ही संगणक प्रणाली संपूर्णपणे या संगणकीय इन्डिक्स नवि दिलेली आनी तयार केली आहे. ही प्रणाली MS-Word ऑपरेटिंग सिस्टिमवर उपलब्ध आहे.

* लिब्ररिस :-

ही व्यापारी तत्त्वावर उपलब्ध असलेली बहुचर्चित ग्रंथालय प्रणाली आहे. (व४४) पासून वेगवेगळ्या ग्रंथालयात वापरली जात आहे. ग्रंथालये III 'S III MS रिसर्च मेथोडिक शैक्षणिक संस्था या कामाकरिता कायशी आहेत.

* स्विम :- ऑफ्टवेअर कॉल लायसन्स मॅनेजमेंट

ही प्रणाली व्यापारी तत्त्वावर उपलब्ध असून तिच्या अनेक अनुप्रयोगांमुळे वेगवेगळे ग्रंथालयात लवकर वापरत आहे. पुढे येविलेले अनुप्रयोग या संस्थेने खुप परिश्रम करून ती विकसित केली आहे.

* सिमथ :-

ही ग्रंथालय संगणक प्रणाली डेपॉझिट मधील दिलेली मागील निरसनाच्या मदतीने C.R.S. / I.S.I.S. च्या आकृतीत 213 च्या आधारित विकसित केली आहे. या प्रणालीची महत्त्वाची वैशिष्ट्य पुढीलप्रमाणे

① उपयोजक

मित्रत्व ग्रंथालयातील सर्व कामकाज

बिहण्यासाठी उपयोगिक भिन्नत्व माहिती पुस्तक आहे,

② पासकल माध्यमद्वारे व 25 विशेष मेण मध्ये तयार केलेली आहेत.

③ ग्रंथामध्ये ज्ञान व गतीने माहिती रोधण्याच्या प्रक्रियेत अंतर्भाव आहे.

④ अंतर्गत सर्व माहिती केंद्रे एकमेकांशी जोडलेली आहे.

⑤ ग्रंथालयातील कामकाजासाठी माहिती एड्स / इन्ट्रानेट या प्रणाली मध्ये विकसित केली गेली आहे.

* अंरने

भारतीय शासनाच्या इलेक्ट्रॉनिक विभागाने सैद्धान्तिक व संशोधन संस्थांच्या कार्यप्रवासाची सुक केली. ती एक सुविधा आहे. मान्यकृती अंतर्गत रिसर्च नेटवर्क आहे. याचे पूर्ण नाव आहे. या नेटवर्कच्या माध्यम भारतातील सैद्धान्तिक व संशोधन क्षेत्रात कार्य करणाऱ्या अनेक कंपन्या आहेत.

भारतातील पाच तंत्रविज्ञान प्रशिक्षण संस्था ए.एन.टी. म्हणजे भारताचे विज्ञान व तंत्रज्ञानविषयक राष्ट्रीय केंद्र आणि भारताच्या राष्ट्रीय इलेक्ट्रॉनिक विभागाना अंतर्भूत मध्ये संपूर्ण देशभर गणकयंत्रे आहे तयार झाले आहे.

नॅशनल इन्फॉर्मेशन सेंटर नेटवर्क (NICNET)

भारताच्या राष्ट्रीय माहिती केंद्राची स्थापना 1975 मध्ये झाली. त्यावेळी पुढील उद्दिष्टे निश्चित करण्यात आली.

① गणकयंत्राच्या कामाच्या सुधारित पद्धती तयार करणे त्याचा विकास करून त्या प्रत्यक्ष उपयोगात आणणे

② गणकयंत्रावरील आधारित डेटा व्यवस्थापनाची मर्यादा प्रत्यक्षात आणण्यासाठी प्रत्यक्षात प्रयत्न करणे.

③ माहितीच्या क्षेत्रात प्रशिक्षित कर्मचारी वर्ग तयार करणे.

④ केंद्रीय शासनाची मंत्रालये विभाग डेस्कमॅकॅंशी संलग्न करण्यासाठी शाखा-राष्ट्राल व अंतर्गत राष्ट्रीय माहितीची केंद्रे ब-प्रस्थापित करणे.

त्यामुळे माहितीची प्राप्ती सुलभ होते आंतरराष्ट्रीय स्तरावर क्वि गेजना यत्नाची होवू शकतील.

उदा. हिशोब, व्यवस्थापन, अंदाजपत्रक, कर्ज योजना संप्रेषण, सामाजिक आर्थिक परिस्थितीत पाणी व्यवस्था ग्रामसुधारणा, खनिजे, जंगले, वन्यप्राणी, मधु, पेट्रोल, पर्यावरण उद्योग, ऊर्जा, आरोग्य, व जनगणना, शिक्षण व्यवस्थापन अनेक क्षेत्रांत नेमकी आलेली आहेत.

इतर माहिती कमी वेळेत उपलब्ध होवून विकासात मिळवता येत आहे. हालचाल लागत आहे.

* डेलनेट (DELNET) :-

भारतात अनेक ग्रंथालयांनी दुर्लभ ग्रंथ नेटवर्क तयार करण्याचे प्रयत्न केले आहेत. प्रत्यक्ष येण्यास 1990 च्या सुमारास त्यासाठी काही मोठ्या शहरातील नेटवर्कसच्या स्थापना होण्याची शक्यता अजमावून पाहिल्या गेल्या. त्यातील एक प्रयत्न झाला तो दिल्ली सारख्या मोठ्या शहरात नायबरी नेटवर्कच्या विचार करण्यासाठी एक चर्चासत्र आयोजित केले होते. अस नेटवर्स यशस्वी होऊ शकून असा निष्कर्ष त्या चर्चेमधून साध्य झाल्या प्रत्यक्षात कामासाठी समिती नेमली गेली त्याची काही उदादिष्टे उरवली होती.

डेलनेटची प्रमुख उदादिष्टे पुढीलप्रमाणे :-

- ① माहिती संय करणे, तिच्या वितरणासाठी गणकयंत्राच्या उपयोग करून, तिच्या प्रसारण व वितरणासाठी सेवा देणे.
- ② सभासद ग्रंथालयांना पुढील बाबतीमध्ये मार्गदर्शित करणे.
- ③ आवश्यक असणाऱ्या विशिष्ट विषयावरील प्रत्येकाच्या समतोल संग्रह करणे.
- ④ सभासद ग्रंथालयांमधील सर्व प्रकारच्या वस्तुनीय साहित्याचा गणकयंत्राच्या साध्याने संघ तालिका बजाविणे आणि त्यातून ह्या त्या वस्तुनीय साहित्याची शोध देणे.

६) मनुष्या इताने किंवा आर्थिकीय साध्याने प्रत्येक देशाचे वेगळे सुविधा उपलब्ध करून देणे.

७) देशाभिन्न संशोधनाच्या योजना निर्माण करणे.

८) माहितीच्या जगद प्रसारणासाठी विस्तृत उपकरणे मिळवणे व त्याची नीट वापरण्या उद्देश त्याचे भरण करणे.

* इंटरनेट

इंटरनेट ही हे माहितीची वेगळी-वेगळी कक्षाची संगणकीय यंत्रणा आहे. इंटरनेटच्या साध्याने कोणत्याही माहिती कोणत्याही ठिकाणी पोचवितो येतो. ई-मेल, वर्ल्ड वाईड वेब (WWW) इंटरनेट रिले चार्ट ही इंटरनेटची माहिती वापरणे आहेत.

* इंटरनेटचे फायदे

- १) जलवायु
- २) माहितीचे प्रसारण
- ३) संपर्क
- ४) पर्यटन
- ५) मार्केटिंग

आपल्या संगणकावर सध्याचे सॉफ्टवेअर लावून करायचे असल्यास फ्लॉपिडिन व सी.डी. व वापरता इंटरनेटच्या साध्याने जगभर इंटरनेट करता येते.

वस्त्या/ खरेदीसाठी दुकानात जाण्याची आवश्यकता नाही. आपण इंटरनेट वरून जगभर वेळ शकते. उत्पादन क्षमता आपल्या उत्पादकाची माहिती देता येते.

* इन्फर्नोनेट

इन्फर्नोनेट ची स्थापना 1991 मध्ये अहमदाबाद येथे युनिव्हर्सिटी ग्रंट कमिशनच्या सहाय्याने झाली. या प्रणालीत या युनिव्हर्सिटी माहिती केंद्र आहेत. या सर्व गोळी साधल्यासुद्धा पुढील सेवा देण्याची योजना तयार करणे. को-ऑपरेटिव्ह युनिव्हर्सिटी तयार करणे यु.जी.सी. कडून आर्थिक सहाय्य देणे महाविद्यालयीन व विद्यार्थी ग्रंथालयांचे संगणकीकरण करणे.

* INIS

(International Nuclear Information System)

आंतरराष्ट्रीय पातळीवर काम करणाऱ्या इंटरनॅशनल अ‍ॅटॉमिक एनर्जी एजन्सी तिची सदस्य राष्ट्रे आणि इतर आंतरराष्ट्रीय संघटना यांच्या सहकारी प्रयत्नांची इनिस् ही माहिती प्रणाली पुरविणे त्यासाठी संगणकांचा वापर करणे ही इनिस् उपविष्ट आहे.

माहिती जमा करणे आणि तिचे संप्रेषण करणे ही दोन कार्ये स्वतंत्रपणे वेगवेगळ्या स्वरूपात एक असणारी ही पहिली आंतरराष्ट्रीय माहिती प्रणाली आहे.

माहिती वेळाने ली विधाना येथे संस्कारित केली जाते व वेगवेगळ्या स्वरूपात प्रकाशित केली जाते. आपल्या देशात प्रकाशित होणारी माहिती दाखव करून कराविक निर्देशान व ग्रंथसूचीप स्वतंत्रपणे ली वसवून इनिस् (INIS) कडे पाठविण्याचे काम सभासद राष्ट्रांकडे असले विधाना येथे ती माहिती स्विकारली जाते तिचे महत्त्व पडताळून

निष्ठावर प्रक्रिया होतात.

AGERIS

ही शैली विषयक माहिती प्रणाली आहे. फूड बँड ऑर्गनायझर ऑर्गनायझेशनच्या साखून या माहिती प्रणालीची निर्मिती झाली. अग्रेस माहिती प्रणाली ही पूर्णपणे इंजीन या माहिती प्रणालीवर आधारित आहे. जगात अन्न व कृषी या विषयावर प्रसिद्ध होण्या शारीय, तांत्रिक, सामाजिक आणि आर्थिक प्रकाराना वखत माहिती जमविळी जाते. ती विब्लिओग्राफी मॅग्री इंडेक्स या नावाने प्रसिद्ध होते. इंग्रजीवरिज इतर कामात प्रसिद्ध झालेल्या लेखांची आवकवित शिर्षक ग्रंथकार निमतकालिकांची नावे, खंड, क्रमांक, तारिख, पृष्ठक्रमांक आणि ती माहिती उपलब्ध करण्याचे मार्ग अशी माहिती असते.

FAO ची मूळ कचेरी रोम येथे आहे तेथून स्वातंत्र्य समितीतर्फे अग्रेसचे व्यवस्थापन होते. संभासद राष्ट्रांकडून डेटाबेस तयार केला जातो. या प्रणालीत सहभागी असणाऱ्या माहिती केंद्रींशी संपर्क कायम ठेवण्याचे काम या समितिमार्फत चालते. माहिती जमविणे आणि निष्ठावर संस्कार करणे ही दोन स्वतंत्र कार्ये अद्युन ती पोन स्वतंत्र केंद्राकड संपादिते आहेत.

अग्रेस प्रोसेसिंग युनिट हे व्हिडनामधील केंद्र असलेल्या आधारभूत माहितीवर संस्कार करुन अग्रेस डेटाबेस तयार करणे मॅग्री इंडेक्सच्या छायाचित्रीत प्रती तयार करणे गणकयंत्रासोनी कार्यक्रम तयार करणे AGRIS ची सर्वसमावेशक अशी सुधारित विषय वर्गिकरण पद्धती तयार केली आहेत. अग्रेस

खालतुपी नियमावली तांत्रिक बाबी या ऑनलाईन रेफरन्स सहसमन्वयन प्रसिद्ध होतात. ही सेवा on-line - of-line दिवली जाते.

MEDLARS -

(medical literature Analysis and Retrieval system)

अमेरिकेतील नॅशनल लायब्ररी ऑफ मेडीसिन हे इ.स. १९६६ पासून आवश्यक विषयक वाङ्मयात प्रसिद्ध झालेली माहिती संशोधकांना आनी वैद्यकशास्त्रातील वाङ्मयांना पुरविता. याची म्हणून व्यापक असे विषय निर्देशा संकलित करून प्रसिद्ध करण्याचे कार्य हे ग्रंथालय करित आले.

मेडलर्सचे प्रमुख उद्दिष्टे

- १) वैद्यकीय क्षेत्रातील प्रचलित नवीन प्रशासनाच्या माहितीचे जलमालीने विकरण करणे.
- २) इंडेक्स, मेडिकल प्रसिद्ध करणे तसेच कॅन्सर व हृदयरोग या विषयावर नियमित संचित करणे.
- ३) विशिष्ट विषयावरील वैद्यकशास्त्रांतर्गत नियतकालीन सुचीविषयक नियंत्रण ठेवून त्यातील नोंदी पुढील उपयोगासाठी गणकमंत्र संचित करणे.
- ४) मेडलर्समध्ये संचित करून ठेवलेल्या साधारभूत सामग्री इतर ग्रंथालयांना उपलब्ध करून देणे या पद्धतीचे कार्य विभाग चालते.
- १) निर्विच्छेद पद्धती विभाग (Uninterrupted system)

ii) प्रतिप्राप्ती विभाग

iii) प्रकाशन विभाग.

i) निर्विक्त पद्धत विभाग :-

या विभागामध्ये वैद्यक शास्त्रातील प्रसिद्ध शास्त्रांच्या वाङ्मयाचे ग्रंथपाल, पुनर्लेख आणि विषयलक्ष्य अवलोकन करतात. ही शिष्य तयार करताना मेडिकल सल्लोवर हेडिंग या शब्दावलीची मदत होते. सर्वसाधारणपणे मका लेखासाठी आठ विषय शिष्य तयार करतात.

ii) प्रतिप्राप्ती विभाग :-

या विभागाला विचारलेल्या माहितीचे योग्य असे विश्लेषण करून संबंधित शोधशिष्य तयार करतात. या शोध शिष्यांच्या अनुसंगाने माहितीचा संचयाने आवश्यक अशी सुविधेविषयक माहिती

iii) प्रकाशन विभाग :-

इंटेक्ल मेडिकल डिप्लोमासाठी बॉक मेडिकल रिफ्रेशर्स इंटेक्ल डेंटल निरिस्पर इंटेक्ल ड्युमेटॉलॉजी इ. प्रकाराने निरिस्पर संस्थाकरिता तयार केली जातात. जीव वैद्यक शास्त्रामध्ये प्रसिद्ध शास्त्रांच्या वाङ्मयाच्या प्रती-प्राप्तीसाठी गणकयंत्राचा उपयोग करण्यात येणारी ही मकमेव पद्धत आहे.

* INSODC

Indian National Scientific
Documentation Centre Delhi 1952 :->

आंतरराष्ट्रीय प्रत्येक महासंघाकडून मिळालेल्या प्रमाणानुसार आंतरराष्ट्रीय मानक संघटनेने प्रत्येक देशात राष्ट्रीय प्रत्येक समिती स्थापन करण्याकरिता प्रयत्न सुरू केले. याचा परिणाम म्हणून युनेस्कोच्या सहकार्याने इ.स. 1952 मध्ये भारतात दिल्ली येथे इंडियन नॅशनल सायंटिफिक डॉक्युमेंटेशन सेंटर या नावाने भारतीय वैज्ञानिक प्रत्येक केंद्राच्या स्थापना करण्यात आली.

INSODC चे मुख्य उद्दिष्टे :-

- सदस्य केंद्र स्थापन आले त्या वेळेस त्यांची उद्दिष्टे पुढीलप्रमाणे आहेत.
- ① राष्ट्रांना उपयुक्त अशी राष्ट्रीय नियतकालिक प्राप्त करून त्याचे जमन करणे.
- ② मासिक सरविवेक पत्रिका काढून लिच्याद्वारे शास्त्रज्ञ आणि तंत्रज्ञ यांना उपयुक्त माहिती पुरविणे.
- ③ केंद्राला उपलब्ध करणाऱ्या माहितीद्वारे विशिष्ट प्रश्नांची उत्तरे शोधून काढणे.
- ④ संशोधनकार्य करणाऱ्या शास्त्रज्ञांना शब्दित लेखांची हस्ताक्षरित प्रत बंधव/ अनुवाद पुरविणे.

इन्सॉकचे विभाग

- ① प्रलेखन विभाग
- ② प्रलेख प्राप्ती विभाग
- ③ अनुवाद विभाग
- ④ प्रकाशन विभाग
- ⑤ सुचिकरण आणि माहिती विभाग
- ⑥ राष्ट्रीय विज्ञान ग्रंथालय व संघ सांत्विका
- ⑦ प्रतिरूप लेखन विभाग
- ⑧ मुद्रण विभाग
- ⑨ प्रतिलेख परिक्षण विभाग
- ⑩ रशियन विज्ञान माहिती केंद्र.

प्रकाशन

- ① इंडियन सायन्स ऑब्झर्वाट्रॉन्स
- ② रशियन सायंटिफिक टेक्नीकल पब्लीकेशन
- ③ ऑन्युअन्स ऑफ लायब्ररी सायन्स डॉक्यूमेंटेशन
- ④ इंडियन एज्युकेशनल मॅटेरिअल
- ⑤ कंटेंट लिटर ऑफ सोव्हिएत सायंटिफिक प्रिन्सिपल,
- नॅशनल सोव्हिएत सायन्स डॉक्यूमेंटेशन सेंटर

दिनांक : 1969 (RASSD C-OR-NASD 00)

समानाविषयक निरनिराळ्या क्षेत्रात संशोधनाची
उन्नती करणे. तसेच संशोधनाचा फायदा
देशाच्या विकासासाठी उपयोग करून घेणे. या

उद्देशाने इंडियन कौन्सिल ऑफ सोशल सायन्स
रिसर्च या संस्थाची स्थापना 14 इ.स. 1969
मध्ये झाली.

* डोसिडॉक (डिफेन्स माथेटिफिक इन्फोर्मेशन अँड
जेक्यूमेन्टेशन सेंटर - दिल्ली)

भारत सरकारच्या संरक्षण
खात्याच्या अखत्यारित हे केंद्र आहे संरक्षण शास्त्र
मुद्दामांवर विषयावरील संशोधन करून माहिती प्रकाश
करत त्या विषयाशी संबंधित संस्थांना अगर
संशोधकांना उपलब्ध करून दिली जाते.

* डोसिडॉककडून मिळणाऱ्या सेवा :-

① डिफेन्स सायन्स नायब्ररी सेवा

② भाषांतर सेवा

③ कृपई आणि प्रतिनिधी सेवा

④ प्रशिक्षण

⑤ गणकयंत्रासाठी तयार करावयाऱ्या कार्यक्रमासाठी
समतल मार्गदर्शन व मदत करित असले.

प्रकाशने

① डिफेन्स सायन्स जर्नल

② डिफेन्स रिसर्च अँड इन्फॉर्मेशन रेकॉलॅन्ज

③ डिफेन्स कुलेटीव ऑफ इन्फॉर्मेशन

④ सायन्स अँड टेक्नॉलॉजी सर्विस

⑤ रिसर्च अँड डेव्हलपमेंट डाइरेक्ट.

* निस्साट :- (NISSAT)

National Information system in Science and Technology)

कोणत्याही राष्ट्राच्या सर्वांगीण विकासासाठी शास्त्रीय व तांत्रिक माहितीची सलग आवश्यकता असते. शास्त्रीय संशोधन आणि विकास वाढत आहे. 1970 नंतर तर अशी माहिती प्रचंड प्रमाणात निर्माण होत आहे.

1975 पासून निस्साटच्या आरब्धतात प्रारंभ झाला. ती आरब्ध अर्थवाले नियोजन मंडळ आणि लॅंड व राखण ग्रामी मन्त्र कंत्रावर 1977 मध्ये प्रत्यक्ष कामास आरंभ केला.

* निस्साटची उपदिष्टे

① माहिती नमविणारे त्यावर प्रक्रिया करणारे माहितीचा प्रसार करणारे व माहितीचा उपयोग करणारे या सर्वांच्या सध्याच्या व अविष्यकाकारितेला गजाल पुरवण्यासाठी पालकीवर माहिती पुरविणे.

② सध्या अस्तित्वात असलेल्या माहिती सेवा आणि प्रणालींचा जाल्सीत जास्त उपयोग करणे गरजेनुसार नव्याने सुज्वाल करणे राष्ट्रीय आणि आंतरराष्ट्रीय पालकीकरीत सहकार्यनि उत्तेजन देऊन माहितीची देव-घेव करणे.

નિસ્સારને વ્યવસ્થાપન માળિ સ્તન) ઇ

- ① રાષ્ટ્રીય માહિતી કેન્દ્ર
- ② વિભાગીય માહિતી કેન્દ્ર
- ③ પ્રાદેશિક માહિતી કેન્દ્ર
- ④ સ્થાનિક માહિતી કેન્દ્ર.

નિસ્સારકરૂન વિન્યા જાનત્યા સેવા માળિ કાર્યે

- ① માહિતીપૂર્ણ પ્રતેબનત્વે જતન વ વિકાસ
- ② સંઘ લાલિક
- ③ ડેટાબેસ
- ④ ઉપયોગકર્તાવાત માહિતી
- ⑤ પ્રશિક્ષવ
- ⑥ પ્રચલિત જાગરુક સેવા (CIS)
- ⑦ નિવડક માહિતીયે પ્રસારક (DIA)
- ⑧ સહકર્મ / સહકાર

① કેબલ ટેલિફિઝન ઇ

પાકા મધ્યવર્તી શક્તિશાલી સંગઠનકાત ટેલિ/ ગ્રાફિક્સ સ્વરૂપાલીલ સાધનની માહિતી ટેલિફોન નેટવર્કદ્વારે ટેલિફિઝન સેવ્યા મદતીને પાશ્તા ચેતે

② टेलीटेक्स :-

सामान्य प्रसारण टेलीटेक्स सेट पर पाहला गेले. की-बोर्ड / पेंड्या मदतीने पाहणाऱ्यास विशिष्ट प्रेम निवडता गेले.

③ ई-मेल :-

संगणक व टेलिफोन तंत्रज्ञानाच्या मदतीने पत्रव्यवहाराची ई-मेल हे प्रचारी साधन आहे.

④ टेलिफेक्स :-

टेलिफोन माध्यमाद्वारे टाईप रायटरच्या मदतीने संदेशवहन करे हे काम संव्ध जबाबदार चालू आहे.

⑤ कॉम्प्युटरमिडिअटड ट्रान्समिशन :-

कॉम्प्युटरमिडिअटड ट्रान्समिशन हेल्पी कॉम्प्युटरमिडिअटड ट्रान्समिशन असेही म्हणले जाते.

⑥ इमेक्ट्रिक्स

या दृश्या-श्रवण माध्यमाद्वारे निमित्तानिके प्रकाशित करण्याची आधुनिक पद्धत उद्घाटन येत आहे.

⑦ विडीओ कॉन्फरन्सिंग :-

विडीओ तंत्रज्ञान व दृश्या-श्रवण तंत्रज्ञानाच्या मदतीने भौतिक दूरस्थ / वेळवेळी वस्तूंना दृश्या-श्रवण लाविक करणे यालाच विडीओ कॉन्फरन्सिंग म्हणतात.

* काही महत्त्वाची नेटवर्क राष्ट्रीय - आंतरराष्ट्रीय :-

① भारनेट (ERNET) 339

② नॅशनल इन्फॉर्मेशन सेंटर फॉर नेटवर्क (NICNET) 339

③ डेलनेट (DELNET) 300

④ इन्फ्लिबनेट (INFLIBNET) 341

अ) राष्ट्रीय प्रोजेक्ट केंद्र :-

① INSDOC - 345

② MESTDOC - 346

③ NISSAT - 347

④ NASSDOC - 346

ब) आंतरराष्ट्रीय प्रोजेक्ट केंद्र :-

① INIS - 342

② AGRIS - 343

③ MEDLARS - 344

* OSI (Open System Intercommunication)

ओपन सिस्टम इंटरकॉम्युनिकेशन हे एक प्रचलित पद्धतीसाठी मानकीकृत मॉडेल आहे. भारतीय ओपन यथा अर्थ दोन सिस्टममध्ये माहिती प्रवाहित करण्याची क्षमता जी त्या मॉडेलशी आहे त्या संबंधित मानकास सुसंगत असणे.

ONS

* OSI नेटवर्क हार्किटेक्चर गात स्तरांतरित कार्यः

* सर्व इंजिन (सोफ्टवेअर उप वाहक)

सर्व इंटरनेटवर्क सेवा मागळे
वाचने ३२ कोटी वरवी वेबपेज आरेव व ती
सोप वाढतच आसतात. मुद्दामा हवी असलेली
माहिती वेबवरिल कित्येक फाईलमध्ये भणू शकते.
मा प्रोग्रामिंग सर्व इंजिन ह्या म्हणतात.

(वेब सर्चिंग) सोपे ह्याने सोपे
(सर्व इंजिन) म्हणजे प्रत्यक्षात गंत नसलेला तर ते
असतात.

उत्तम वाहक

काही सर्व इंजिनची वावे पुढीलप्रमाणे

① www.google.com

② www.ixcos.com

③ www.ocite.com

④ www.intosseek.com

⑤ www.Notebook.com

⑥ www.web crawler.com

* डेटाबेस

काळावरील पावले एकत्र असलेला
बाहेल्या जगावरील माहिती ठेवाची लागले
कोणत्याही व्यावसायिक संस्था स्वतःची निर्मिती

क्षमता वाढविण्यासाठी व रोजगार व्यवहारासाठी आवश्यक माहिती किंवा वेगाने मिळवते. कोणत्याही प्रकारची माहिती मिळविण्यासाठी आपण डेटाबेसवर अवलंबून असतो.

डेटाबेस व्यवस्थापन प्रणाली या ठिकाणी कामी पडते. माहितीची व्यवस्थितपणे केलेली मांडणी बनारान आज अनेक डेटाबेस व्यवस्थापन प्रणाली उपलब्ध आहेत. पण मायक्रोसॉफ्ट ऑफिस २००० ही सर्वात उपयुक्त व लोकप्रिय प्रणाली आहे. यात उपलब्ध असणारी काही विशिष्ट पर्याय आहेत.

डेटाबेसचे अनेक फायदे आहेत.
उदा. डेटाबेस अद्यावत माहिती पुरवितात डेटाबेसमधील माहितीची रचना करी असावी की ती केव्हाही अद्यावत करता यावी असेल तसे डेटाबेस कोणत्याही माहिती पुरवू शकतो.

डेटाबेसची व्याख्या व स्वरूप :-

डेटाबेस म्हणजे विशिष्ट विषयावरील किंवा विशिष्ट हेतूने गोळा केलेली.

① डेटाबेसमध्ये रेकॉर्ड्स समाविष्ट करणे

डेटाबेसमधील रेकॉर्ड किंवा सोयी बऱ्याच फिल्टरने बनलेली असते.

② डेटाबेसमधील रेकॉर्ड्स डिलिट करणे :-

डेटाबेसमधील आवश्यक रेकॉर्ड्स डिलिट करता येतात.

③ डेटाबेसमधील रेकॉर्ड्सची निवड करणे :-
 काही वेळा फाईलमध्ये विशिष्ट प्रकारचे रेकॉर्ड्स तुम्हाला संपादयाने असतात.

* डेटाबेस संवर्धन

* मायनिंग :-
 २प्रूप मोज्या व जुन्या डेटाबेसमधून मुळावी ऐतिहासिक माहिती शोधण्याच्या प्रकारास डेटा मायनिंग म्हणतात.

* मेटाडेटा :-
 डेटा, डेटाबेस व त्यासंबंधित संकल्पना समजावून घेतल्यानंतर कुठल्याही अज्ञातपणासाठी व्यवस्थित केलेल्या डेटाबेसची आवश्यकता असते.

* मेटाडेटाचे सादरीकरण :-
 पारंपारिक ग्रंथालय ज्या पद्धतीने साहित्य सुविमुख माहिती सादर केली जाते.

* वाय-फाय तंत्रज्ञान म्हणजे काय?
 (Wireless Fidelity)
 वाय-फाय म्हणजे इंटरनेट वापरासाठीचे तंत्र असून म्हणावे लागेल.

* वाय-फाय तंत्र कोसे चालते?
 वाय-फाय हे रेडिओ तंत्रज्ञानावर आधारित असून त्यासाठी IEEE ८०२, १०० IEEE ८०२, ११६ किंवा IEEE ८०२, ११९

पद्धतीतील प्रोटोकॉलचा वापर केला जातो. त्यामुळे आपणास गनव तसेच शाश्वत वाचरलेस दळणवळणाची सोय प्राप्त होते. तसेच आपण तेल्फोन नेटवर्कशी ज्यात 2EEE 802, 3 किंवा इंटरनेट तंत्रज्ञान जोडले जाऊन व्यक्तिशी सेवाद साधू वाय-फाय तंत्रज्ञान हे 2.4 ते 5.8 GHz रेडियो वॉ 5 फ्रिक्वेन्सीवर चालते किमानतः परिसर तसेच मोठ्या हॉटेल मरा सेवा देण्याचा प्रयत्न केला जातो.

* कन्सोर्शिया (Consortia) :-

ज्ञानकाल ग्रंथालयांमिळ मिळणाऱ्या विद्यापीठी कमस्त कमतरता तसेच सर्व साहित्य छोट्याही दळा ग्रंथालयात मिळण्यातील अडचणी या पार्वभूमीवर वस्वकांनी गरज पूर्ण करण्यासो म्हणून वस्व साहित्याचा सामुहिक उपयोग करावा. पुढीलप्रमाणे :-

स्तर 1 :- library cooperative

स्तर 2 :- library resource sharing & engagement

स्तर 3 :- library consortia

भावि सर्वात उच्च अवस्था म्हणजे.

स्तर 4 :- library networking.

कन्सोर्शियम स्थापन करताना अनेक प्रक्रियेकून जावे लागते त्यातील मुख्य पुढीलप्रमाणे :-

- ① दळ साख्या देवात काम करणाऱ्या संस्थानि दळित येऊन कन्सोर्शियम स्थापन करून त्यांची जोडणी करणे.

- ② कन्सोर्टिअस ची दस्त्या नियमावली बनवणे.
- ③ सक्रित वर्गांनी करण्यासाठी निधी उपलब्ध करणे.
- ④ प्रत्येक ग्रंथालयाची ई-जनरल पाहण्यासाठी तंत्रज्ञान विकसित करणे.
- ⑤ प्रत्येक ग्रंथालयाची ई-जनरल ची गरज सक्रित वर्गांनी करण्याच्या त्या ग्रंथालयाचा हिस्सा ठरविणे.
- ⑥ सर्व सभासद ग्रंथालयांनी मग भंतर्गत करारबद्ध होणे.
- ⑦ कन्सोर्टिअम व्यवस्थापनासाठी समिती बनविणे.

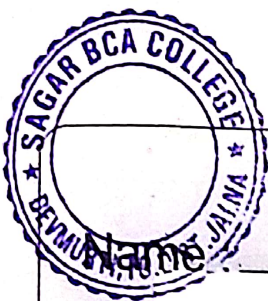
* Bar coding :-

भाजच्या माहिती परिस्रोटांच्या भुगतान हाणूक यंत्रावर बांधारित माहिती पद्धतीने कार्यक्षमतेसाठी आवश्यक असलेली तरी हाणूक्याकड वयायची माहिती लघूक सज्जावून भाग सक्रित करण्यात कमी कल्पनी असली पाहिजे अशी माहिती देणाऱ्या प्रणेत्यांच वैयक्तिक वेगळेपणा लपवण्यासाठी प्रमाणकाच्या क्षेत्रात Bar - coding चा मार्ग स्थिकारना.

ज्ञानचे व्यवस्थापन : Knowledge Management

ज्ञानचे युग हे माहितीच्या गरजा पूर्ण करणारे युग आहे. माहितीची निर्मिती आणि गरजा वाढलेली आहे. यात समन्वय साधून कमीत कमी वेळात नेमकी माहिती उपलब्ध करून देण्याची सतत प्रयत्न सुरू असतात.

[Signature]



I N D E X

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No.

Pg.
No.

CERTIFICATE

Class m. Ld

Year 2021-2022

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required number of practical and worked for the 1st term / 2nd term / both the
terms of the year 20 21 / 20 22 in the college laboratory as laid down by
the university.

Piges.
Head

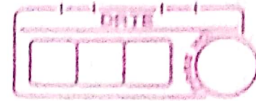
Department of Humanities
Sagar BCA College, Jalna.

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Examiner

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PRINCIPAL
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Internal Examiner
Subject teacher

Date: 10/04/2022

Department of M.L.D.



Information Retrieval - 101

① Assigned indexing using seqs 1 to 5

2) Assigned uncl~~ix~~ing using seqs with

3) Assigned indexing using K (84 Lts) 21 to 27

ASSIGNED INDEXES USING SEARS

LIST

- 1) RT - Atomic Industry
ST - Nuclear Industry
- 2) RT - Basic & online searching
ST - Online searching
- 3) RT - Bible in school
ST - Religion in the Public library
- 4) RT - Bible in school
ST - Religion in the public library
- 5) RT - Biography of Jawaharlal Nehru
ST - Biography - Jawaharlal Nehru
- 6) RT - census of India
ST - India census
- 7) RT - census Chinese art up to 221 BC
ST - Chinese art 221 BC.
- 8) RT - Classification and indexing in social science

9) ST - classification - indexing - social science.

10) RT - city life
ST - city & town

11) RT - climate in Australia
ST - Australia. climate

12) RT - collection development & usage
ST - am at all call approach
ST - H priorities - collection development

13) RT - collection a kind of poetry
poetry

ST - harvesting - UK

14) RT - collection a Hindi
drama

15) RT - corn harvesting in UK

ST - Harvesting UK

16 RT- current trends in information
sales communication media

17) RT- custom clothes

ST- Tailor

18) RT- outobars system
de development.

ST- Database - Design - development

19) RT- Database ~~system~~ design -
development

20) RT- Dictionary of English language.

ST English - language - dictionary

21) RT Different religions in
India

ST - India - Religion

22) RT. drug rabbit

ST - drug abuse.

22) RT - Economic condition in Pakistan
ST - Pakistan - Economic condition

23) RT - Economic condition in Bangladesh
ST - Bangladesh - Economic condition

24) RT - End Education + libraries
ST - Education - libraries library

25) RT - Electronic design
ST - computer - digital design

26) RT - Elements of personnel management
condition, career development
effectivity

ST - management motivation
psychology

27) RT - Exchange of student
ST - student exchange
program

28) RT - family history

ST - genealogy

30) RT - ~~Family~~ flight attendance of
india airways
ST - Rupayan OST India Airlines

31) RT - floating - hospital
ST - hospital - ship

32) RT - flora of Japan
ST - body or plants - Japan

33) RT - forest a water supply
ST - forest influences

34) RT - French Philosophy during 18th
Century

ST - Geography - Accessibility
Proach Philosophy - 18th century

35) RT - Guidelines for the evaluation
of information system service
ST - geo information system
service

36) RT - geography of agriculture
ST - geography - Asia

37 RT- Hand book of agriculture.
ST- eg science. Hand book

38) RT Handbook of medicine
ST - medicine - handbook

39) RT - History of India muslim
ST - muslim - ~~Hand book~~ India

40) RT. Health Club
ST. Physic Alnes

41 RT. - Indian politics
ST - politics - India

42) RT - Information systems theory
A practice
ST. Information systems

43) RT. - labor - supply in Japan
ST - labor - supply. Japan

44) RT- IT libraries in USA
ST - IT - USA.

45) RT. - law & legislation on regard to
finance to ensiro Hon shou

ST- industrial Law and legislation

46) RT-
ST-

47 RT-
ST-

48) RT-

OT-

49) RT.

50) R

51 R

46) RT - Law of Nation
ST - International Law

47 RT - lens less photography
ST - Holography

48) RT - library legislation in India
Problem & prospects
OT -
Libraries - law and legislation
India

49) RT - history of congress subjects
hearing

50) RT - list of engineering periodicals in
China
ST - Engineering - Periodicals China

51 RT - literature search & database
concept use of literature
ST - literature search
techniques and database

52) RT - literature search & database
concept use of literature.

ST - literature search
techniques and database.

53) RT - management of knowledge

ST - knowledge management

54) RT - machine architecture

ST - Naval architecture

55) RT - market survey in U.S.A

ST - market survey U.S.A

56) RT - manual of agencies

ST - Aircrafts - manual

57) RT - mathematical logic

ST. mathematical symbolic logic.

58) RT - mathematical model for constricted industries Russia

ST - mathematical models - construction industries Russia

59) RT - medical examination of children
ST - children examination - medical

60) RT - medical Plants

ST - children medical. Botany

61) RT - mental disease
ST - Abnormal Psychology

62) RT - methods of social survey research

ST - social survey - research

63) RT. micro film

ST- micro photography

64) RT.- mind Reading

ST. Telepathy

65) RT. - motion dance

ST. Folk dance

66) RT- Notional: neology

ST - cultural Property

67 RT.- Naval Arts and science
& Teaching

ST.- Naval education

68) RT - new development in
library in information
science is in aia

ST - development - library
in Information science

69) RT - Navigation map

ST - Navigation chart

70) RT - Occupation stores

ST - Job University

71) RT - Open University

ST - Force University

72) RT - optical disk optical disk

ST - Optical disk storage devices

73) ST - design architecture

74) RT - painting colour reproduction

ST - colour painting

75) RT - pre-co-ordinate and post co-ordinate indexing use of Boolean logic in post coordinate indexing

76) RT - Political violence
ST - sabotage (terrorism)

77) RT - Politics and government in Nepal
ST - Nepal - political and government

78) RT - Power boat
ST - motor boats

79) RT - private enterprise
ST - public enterprise
S

80) RT - quality management for information and library management

81) ST - librarians - law and legislation comparative studies

82

82) RT - Regional history

ST - Local history

83) RT - Reprints edition

ST - Reprints publication

84) RT - Research method in librarianship

ST - Library science, Research

85) RT - Rice harvesting

ST - Agricutural - Rice - Kerala

86) RT - scientific method

ST - scientific Technica writing

87) RT - Scientific writing

ST - science Technica writing

88) RT - sea fishing

ST - salt water fishing

- 89) RT — social reforms
ST — social problems
- 90 RT — statistical method for libraries
ST — libraries — statistics
- 91) RT — summary photography
ST — underwoken photo
- 92) RT — Tax avoidance
ST — Tax evasion Tax Planning
- 93) RT — Tax savings
ST — Tax planning
- 94) RT — Teacher people relationship
ST — Teacher students relationship
- 95) RT — Tax book a electronic
- 96) RT — The marketing information analysis center project service
ST — marketing information products and service

97) RT — u

ST —

98) TRANS
ST —

99) RT —
ST —

100) RT

ST —

RT- use of audiovisual material
education

ST- Audio visual material

Trans portation by motor vehicle

ST- Trans portation

RT- Woman Social Scientist

ST- social Scienc's woman

RT- working peoples and proceedin
of seminar at referee serie
Bangai PRTS 1971

ST- seminar

DATE PAGE NO.

ASSIGNED INDEXING USING LCST

1. IST

- 1) RT — Adult education in Andhra Pradesh
ST — Adult education — Andhra Pradesh
- 2) RT — Agriculture in Kashmir valley
ST — Agriculture, Kashmir valley
- 3) RT — a. Defence industries
ST — A Defence industry
- 4) RT — Armies in Pakistan
ST — Armies — Pakistan
- 5) RT — Autobiography of Malvin Dewley
ST — Auto biography — Malvin Dewley
- 6) RT — Bibliography of an act
ST — Bibliography
- 7) RT — Block printing
ST — Block printing

- 8) RT — Bussiness colleges in Bombay
ST — Bombay — Bussiners
- 9) RT — catalogung data in machine
ST — eeanle form
ST — catetogwing of computer
- 10) RT — chitchee do criminal in uk
ST — children — crime — uk
- 11) RT — children literature in Bangali
ST — Bangali — children literature
- 12) RT — cine music of India
ST — India music
- 13) RT — clothing practice in manar astor
ST — co clothy and dress
- 14) RT — colour slides
ST — slides — photography
- 15) RT — collage and university library
ST — Academic library
- 16) RT — cyclopedia
ST — cyclopedia

17) RT - dark moon technique in
photography
ST - colour photography - processing

18) RT - Dictionary of economics
ST - dictionary - economics

19) RT - Dictionary of

19) RT - Day dreams

ST - Fantasy

20) RT - Dictionary of Political Science
ST - dictionary - political science

21) RT - Electronic design
ST - Electronic circuit design

22) RT - Experiment at Universities
ST - Experiment Universities

23) RT - feeling
ST - touch

24) RT - Female male relationship
ST - man - woman - relationship

25) RT - ~~foreign~~ foreign language
laboratory
ST - language - laboratories

- 26) RT - Forest Fungus
ST - Forest animal
- 27) RT - Handbook of Science and Technology
ST - Science - Technology Handbook
- 28) RT - Higher education western
ST - Education maharashtra
- 29) RT - Historical Romance
ST - Historical Fiction
- 30) RT - History of molluscs upto
20th century
- 31) RT - Horror Film
ST - Horror Film
- 32) RT - List of medical periodicals
in U.S.A
ST - medical periodicals U.S.A
- 33) RT - Present status of education in
Punjab
ST - Punjab - education
- 34) RT - Rail Transport management
ST - Rail Road

35) RT - Rain Fall in Assam
ST - Assam - Rain

36) RT - Rural life in India
ST - country life India

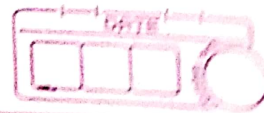
37) RT - Spelling in English language
ST - English language - Spelling

38) RT - Review of Marathi grammar
1950
ST - Review - Marathi grammar

39) RT - Synopsis of Chemical Technology
ST - chemical technology

40) RT - use of audio visual material
in education

ST Audio - Visual - education



LCSH

LIST

ASSIGNED INDEXING

USING

LC SH LT ST

1) RT - Adatt edelcelhon in Andro Pradesh

ST - Aelut. eldecation Andra Pradesh

2) RT - Agricehms in Kashmis Valley

ST - Agricetere in Kashmis Valley

RT - Aemamets endusley

ST - DEPenSe endusley

3) RT - Areamtes in Pakistan

ST - Aemues - Pakistan

4) RT - Aleet bridgechay a melvin

ST - Aeto blograpay melvin

- 6) RT — Bibliography a an am
ST — Det Bibliography
- 7) RT — Block poetry
ST — Block poetry
- 8) RT — Business college in
Bombay
ST — Bombay Business
- 9) RT — cataloging data in
machining & readable form
ST — cataloging at computer
- 10) RT — childrens crime in
UK
ST — childrens crime UK
- 11) RT — childrens literature in UK
ST — childrens crime UK
- 12) RT — cine magic a India
ST — India music
- 13) RT — Clothing practice in maharashtra
ST — clothing and dress

- 14) RT — colours slides
ST — slides (Photography)
- 15) RT — college and university
ST — Academic libraries
- 16) RT — cyclopedia
ST — cyclopedic
- 17) RT — Dark room technique is
photo gap
ST — colour photography process
- 18) RT — Day Dreames
ST — Fantasy
- 19) RT — Dictionary of Economics
ST — Dictionayr Economie
- 20) RT — Dictionary of Political Science
ST — Dictionayr Politca Science
- 21) RT — Electronic design
ST — Electronic circuit design
- 22) RT — Experimental Universities
ST — experimetal - universites

23) RT - feelings
ST - touch

24) RT - female male relationship
ST - man woman relationship

25) RT - foreign language laboratory
ST - man woman relation ship

26) RT - forever forme
ST - forever current

27) RT - Handbook a science technician
ST - forest current and
Leaving notebook

28) Higher education in western
management
management

ST - evaluation in

29) management

30) RT - Historical Romance
ST - Historical Fiction

31) RT - History a mathematics up to
memory

ST - History mathematics to the day

31) RT - Horror Film
ST - Horror Film

32) RT - List medical periodicals in
USA
ST - medical periodical USA

33) RT - Present status a education
in Punjab

34) RT - Rail transport management
ST - Rail port management

35) RT - Rainfall in Assam
ST - Assam - Rain

36) RT - River life in India
ST - Country river in India

37) RT - Review a magazine
1956
ST - Review magazine good one

38) RT - Spelling of English
review

24) RT = Feelings
ST - Touch
Englun e dhum SPaliny

39) RT - syllaba dchu coath techad
ST - chemistry - Technical
subat

40) use of cement Lisway
edidatpe
ST p adio vial edat coath

[Signature]

Scanned with OKEN Scanner

Marketing of libraries and Information centres - 102

1)	Marketing Research	1-4
2)	Market Segmentation	4 -
3)	Parameters in product sign	5. 6
4)	Product	6
5)	RATN Sethnam 1990	8
6)	Life cycle a Product.	10-12
7)	Place distribution	13 -
8)	Price	13-14 -
9)	Promotion communication	15-17
10)	Advertising	-18-
11)	Kotler - 1994 chart	-19

MARKETING RESEARCH / SEGMENTATION MIX MARKETING RESEARCH

Ans → 2 marketing research is useful for improving marketing decisions and understanding a marketing phenomenon in any marketing situation. It is especially useful for marketing of a library information product and services. It is essential to effective strategic programming and implementation. Strategic programming and implementation and its consideration is a continuous process for most libraries and information services in the present complex and constantly changing world.

The information generated by marketing research can be part to effective decision making planning.

Instructional decision illuminating
the whole management
decision marketing process
White Kotler (1982)

defines that marketing
Research is the systematic
design and findings relevant
to a specific marketing
situation or and
problems facing organization.
Research for and analysis of
information relevant to the
identification and situation
of any problem in the field
of marketing in other words
the field of marketing in
other words marketing
research as a necessary
part of decision

marketing in
marketing is general

It is useful
for improving marketing
decision and understanding
of marketing phenomena in
any marketing phenomenon
it is.

summary

DATE / /

The decisions selection a marketing
to identification and
selection a marketing opportunity
design a marketing strategy
for tapping the selected
opportunities design a marketing
mix elements products
price promotion and
distribution

Thus marketing research
is active and continuous it looks
at changes in statistics
it looks at marketing mixes
pricing the effectiveness of
advertising and investigates
of the whole a marketing
communication on the other
hands

market research is
a subject a marketing
research which aims at
definitely measuring and
testing marketing so
that services and products
can be more effectively
for growth



MARKET SEGMENTATION

Ans → market segmentation is the segmentation of the client users. The basic of the individual differences and group similarities that Esseyh segmentation is the division of the library of information centers market in to smaller

more manageable groups may have like characteristics markings may can be fine tuned to serve the needs. a these group of segments a marketing communication forgetful precision can be better than the practice a segmenting markets would lead to better use resource and services, since those resources and service can be targeted with maximum effectiveness.

customers attach value
to a product in
proportion to its perceived
ability to help solve
their problems meet
their needs

Kotler (1994) & others defined product
as anything offered to a
market for consumption that might
satisfy a consumer
He assigned three levels
in the concept
product

4) Parameter in Product Design

Ans Obviously in the planning designing development a product the parameters to be consider are,

- 1) Types of library information [accessed] center
- 2) users and their information
- 3) use put in the information accessed
- 4) Purpose stimulation knowledge current Awareness productivity Theoristive comparison Problem solving education design making a decision etc
- 5) 6) 7) 8) 9) presentation a information Textual and Non-Textual format for presentation

convergence, subject period
Disability Audience

Drinking promotion
manpower reaction
knowledge and manpower
skill required number
a persons

Therontology -
computer - communication
Reproductive and its
cultivation phase -
Reverend a experience
managerial development -
feasibility phases cost
up optional reimbursement
sources materials etc
length a direct a
d engage that existing
organizational structure
including outplacement
a personal etc

RATH and SEETHARAMA 1990

While in the demand-driven approach one must design and develop services and products required by target group and supply driven approach efforts should be in the driven approach of ensuring a feedback from the users on the information products and services some of the areas for feedback from the users on the information product and services

Some of the areas for feedback include usefulness a product way in which information is applied by the users ease of use suitability for improvement. In other words a customer satisfaction a key concern in object a focus is designs and development a focus in designs and development such approach not only ensure provision

Information in the
format the right time
but also particles use a
information

The This is in conformity with frome work for information consolidation. This one can be objective. The process a information consolidation and repacking as a marketing mechanism.

Q7) PLACE / DISTRIBUTION

Ans Distribution has been defined by Lock and Weinberg as the various means available for providing customers with access to

"The right product at the right time at the right place"

product customisations structure are there are devised to match the habits and behaviour of the group of target customers.

As a matter of fact differentiation is a matter of access over time

The customers need it

28)

PRICE

Ans

The concept a Price as an element of the marketing mix covers two different types a price the monetary price which concerns the payment which is to obtain access make in order to ~~ob~~

As a matter of fact the term costs their solely monetary price is as money value generally leaves such as rupees pounds and dollars

It may also be expressed in terms of a service or other goods when the seller and buyer may offer to exchange for the item Price goes by

may names Price most Physical merchandise The usual relation of college course fee (A place to live or the use of a equipment for a specific fee time profession

Details regarding price and
pricing are discussed in
The next unit and
hence not given here.

29) PROMOTION / COMMUNICATION MIX

Ans

once the library has identified a ~~de~~ users and their needs and taken product on the line and done a proxy does made success because proxy does not follow as the market has to be made product available

This is exactly what market communication does basically market communication has been basically of as the communication mix which make it possible to make systematic contact with market and then to inform it about the product and service available

I spite of the fact that there is a certain degree of conception, confusion regarding the term, marketing communication

marketing communication most
often form the component
mix as

advertising public relations
and promotional activities
(usefulness)

The basic principle in
marketing.

The basic principle
in marketing communication is
the same as any communi-
cation is the same any
communication process and
involves a sender a message
and a receiver.

Q 10

ADVERTISING

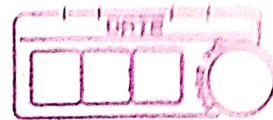
Ans

Advertising is the most visible component of a marketing and is defined as the range of techniques used to promote and is a spontaneous activity the relationship between advertising and public relations as integration only

In the communist system the state has a control which manages directly over the content of the two channels. While the advertisement message is determined manager by the organization in the manager person. The ground for full communication controlling even press communication etc.

But the final content the message is beyond the state control which is

-1989



Q. (1) Some of the common and relevant activities for librarians and information professionals under PR and advert making
Kotlar 1994

Public Relations		Advertising	
1) Press kits		Print & Board copy ads	
2) Speeches		Packaging	
3) Seminars		Packaging & inserts	
4) Annual report		motion picture	
5) charitable donations		Books & changes & booklets	
6) Exhibitions		posters - collection	
7) community Relations		Directories	
8) exhibits		Reprints sign	
9) Identity management		Photo - Visuals and	
10) No company magazine		Photo - Visuals	
11) News events/people		Symbol & logos	
PR set			

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No.

CERTIFICATE

Class m. lib

Year 2021/2022

This is to certify that the work entered in this Journal is the work of
Shri / Kumari Ram Lal Sankar Awarwal
Of _____ division _____ Roll No CMW 401137
Uni. Exam No 202001520088184 satisfactorily completed the
required number of practical and worked for the 1st term / 2nd term / both the
terms of the year 20 21 20 22 in the college laboratory as laid down by
the university.

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Subject teacher

Date : 10/04/2022

Department of m. lib

What is Intellectual Property?

Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

IP is ~~is~~ protected in law by, for example, patents, copyright and trademarks which enable people to each recognition or financial benefit from what they invent or create. By

striking the right balance between the interests of innovators and the wider public interest

- The IP system aims to foster an environment in which creativity and innovation can flourish

Types of Intellectual Property

copyright

copyright is a legal right used to describe the rights that creators have over their literary and artistic works.

Works covered by copyright range from books, music,

paintings, sculpture and films, to computer programs, databases, maps and technical drawings,

Patents

A patent is an exclusive right granted for an invention. Generally,

speaking, a patent,

provides the patent owner with the right to decide how, or whether, the invention can be used by others.

In exchange for this right, the patent owner makes technical information about the invention publicly available in the published patent document.

Trademarks

A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises.

Trademarks data back to ancient times when artisans used to put their signature or "mark" on their products.

Industrial designs

An industrial design constitutes the ornamental or aesthetic aspect of an article. A design may consist of three-dimensional features, such as the shape or surface of an article, or of two-dimensional features, such as patterns, lines or color.

Geographical Indications

Geographical indications and appellations of origin are signs used on goods that have a specific geographical origin, and possess qualities, a reputation or characteristics that are essentially attributable to that to that place of origin most commonly a geographical indication it includes the name of place of origin of the goods

Trade secrets

Trade secrets are IP rights on confidential information which may sold or licensed.

The unauthorized acquisition, use or disclosure of such secret information in a manner contrary to honest commercial practices by others is regarded as an unfair of the trade secret protection.

The Importance of Intellectual Property Rights

The purpose of intellectual property rights is to encourage new creations, including technology, artwork, and inventions, that might increase economic growth. Intellectual property rights increase the incentives for individuals to continue to produce things that further create job opportunities and new technologies while enabling our world to improve and evolve even faster.

raising awareness of IP

World IP Day
on April 26 every year we
celebrate World Intellectual
Property Day to promote
discussion of the role of
IP in

encouraging innovation
and creativity.

Find out how
you can take part

Tools for public outreach

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are resources to assist
IP offices and organizations
in planning

and implementing
public campaigns to
build better

understanding
and use of IP

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