

THE OPEN UNIVERSITY OF SRI LANKA  
 INFORMATION STUDIES UNIT  
 FACULTY OF HUMANITIES AND SOCIAL SCIENCES  
 BA(HONS) IN LIBRARY AND INFORMATION STUDIES – LEVEL 3 (2024/2025)  
 FINAL EXAMINATION – 2024  
 LEVEL 3 (SEMESTER II)  
 HSU3306: INFORMATION BEHAVIOUR AND USER NEED ANALYSIS



**DURATION: THREE (03) HOURS ONLY**

**Date: 08.03.2025**

**Time: – 9.30a.m. -12.30 p.m.**

**Instructions**

**Answer only five (05) questions**

**All questions carry equal marks**

1. i. Library users today face several challenges, especially in the context of evolving digital resources and services. Discuss three challenges faced by the library users when finding digital information. 20 marks
- ii. Briefly discuss Dr. Ranganathan's view on the importance of library users. 10 marks
2. i. What are the user groups categorized based on the usage patterns of the library user? Briefly explain each user group. 10 marks
- ii. Who are the special user groups in a library? Briefly explain how to facilitate library services for them. 10 marks
3. i. Name Maslows' hierarchy of seven needs? Explain briefly five of them. 10 marks
- ii. What are the information needs based on different approaches to information requirements? Discuss two of these approaches. 10 marks
4. i. List five various methods/techniques used in user studies. Briefly discuss three methods that you listed. 10 marks
- ii. Explain three main types of user studies categorized by Menzel (1966) and provide a brief description of each type. 10 marks

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| 5. | i. What are the steps that need to be followed when designing and conducting a user survey in libraries? Briefly discuss two of them. | 10 marks         |
|    | ii. Explain new trends in conducting library user surveys?  | 10 marks         |
| 6. | i. What are the main components of the user profiling process? Briefly discuss two components of the user profiling process.          | 10 marks         |
|    | ii. Briefly explain five (05) various advantages that user profiling offers to libraries?   | 10 marks         |
| 7. | i. What are the key characteristics of information? Briefly explain four (04) of them.  | 10 marks         |
|    | ii. What are the factors affecting information-seeking behavior? Briefly discuss two of them.   | 10 marks         |
| 8. | i. What is Information Literacy? Explain.   | 04 marks         |
|    | ii. Briefly explain three importance of Information Literacy for a librarian.   | 06 marks         |
|    | iii. Compare manual and modern Information Retrieval Systems.   | 10 marks         |
| 9. | Write short notes on any four (4) of the following.   | 4 x 5 = 20 marks |
|    | i. Information Overload   |                  |
|    | ii. SDI Service   |                  |
|    | iii. Information Literacy   |                  |
|    | iv. Big 6 IL Model  |                  |
|    | v. Modern trends in IR  |                  |
|    | vi. Boolean Search  |                  |