

DEPARTMENT OF TECHNICAL EDUCATION
DIPLOMA IN LIBRARY SCIENCE & INFORMATION MANAGEMENT

THIRD SEMESTER

Course Title: Information Retrieval & Service	Course Code: 15LB33T
Type of course: Theory CIE – 25 Marks	Total Contact Hours: 52 SEE – 100 Marks

PRE REQUISITE: Basic knowledge of information service

COURSE OBJECTIVES:

1. Learn kinds and purpose of information service
2. Acquaint with various information users and their needs
3. Know the principles and Techniques of marketing
4. Learn different abstracting and indexing systems
5. Understand E-book management
6. Learn the latest trends prevalent in information alert service.

UNIT NOS.	CONTENTS	NO. OF HRS.
	1. Information Service	06
	2. Information users and their Information Needs	10
	3. Information Products and Marketing	08
	4. Abstracting and Indexing Service	10
	5. E-Publishing/Web publishing/Online Publishing	10
	6. Information Alert Service	08
UNIT 1	Information Service: Concept, Meaning, Definition, Need, Purpose, Kinds of Information Service	
UNIT 2	Information Users and their Information Needs: Categories of Information Users, Information Needs, Information Seeking Behaviour, User Study-Need and Methods of User study, User Survey.	
UNIT 3	Information Products and Marketing: Information Products, Principles and Strategies of Information Marketing, Marketing activities, Marketing Techniques.	
UNIT 4	Abstracting and Indexing Service: Abstracting : Meaning, Need, Purpose, Types of Abstracting Indexing : Meaning, Need, Purpose, Indexing systems: POPSI, PRECIS, Chain Indexing, Keyword Indexing, Boolean Search, Vocabulary Control Tools- Subject Heading Lists, Thesaurus	

UNIT 5 E-Publishing/Web Publishing/Online Publishing

Publishing Process, E-Document file Formats E-Book Management Software's (CALIBER), E-Book Readers.

UNIT 6 Information Alert Service:

CAS- What, Why & How of CAS, Methods of CAS, SDI- What, Why & How of SDI, Manual and Mechanical Methods. Computerised Information Alert service- Blog, RSS, Social Medias (Face book, Twitter, What's app etc).

COURSE OUTCOME: At the end of the course the students will be able to:

1. Understand the concept of Information Service
2. Evaluate Information Users
3. Analyze information market
4. Collaborate with e-book management software and e-publishing
5. Construct Indexing and Abstracting methods
6. Disseminate different information alert service

MAPPING

1. Course outcomes with program outcomes and specification table with hours and distribution of marks with cognitive level

Course outcomes	Mapped PO	Teaching Hours	Distribution of Theory Marks as per Cognitive levels			Total marks
			R	U	A	
1	1,2,	06	5	05	-	10
2	1,3,5,7,9	10	5	15	10	30
3	1,4,6,9,10	08	5	10	05	20
4	1,2,3,4,6,8	10	5	10	15	30
5	1,2,6	10	5	15	10	30
6	1,5,7,9	08	5	10	10	25

R-Remember; U-Understanding; A-Application

2. Course with program outcomes Level mapping

Name of the course	Program Outcomes									
	1	2	3	4	5	6	7	8	9	10
Info. Retrieval & Ser. Th.	3	2	3	2	2	3	2	1	3	1

Level 3- Highly Addressed, Level 2-Moderately Addressed, Level 1-Low Addressed.

Method is to relate the level of PO with the number of hours devoted to the COs which address the given PO.

If $\geq 40\%$ of classroom sessions addressing a particular PO, it is considered that PO is addressed at Level 3

If 25 to 40% of classroom sessions addressing a particular PO, it is considered that PO is addressed at Level 2

If 5 to 25% of classroom sessions addressing a particular PO, it is considered that PO is addressed at Level 1

If $< 5\%$ of classroom sessions addressing a particular PO, it is considered that PO is considered not-addressed.

COURSE ASSESSMENT AND EVALUATION

	What		To Whom	Frequency	Max Marks		Evidence Collected	Course Outcomes
					Theory	Practical's		
DIRECT ASSESSMENT	CIE- Continuous Internal Assessment	I A Tests	Students	Theory: Three IA tests for theory (Average marks of three IA tests are considered)	20		Blue Books	1 to 6
		Class room Assign ments		Class room Assignments	05		Log of activity	1
				TOTAL	25			
	SEE- Semester End Examination	End Exam		End Of the Course	100		Answer Scripts	ALL CO's
	INDIRECT ASSESSMENT METHODS	Student Feedback on course		Students	Middle Of The Course	Feed Back Forms		
End of Course Survey		End Of The Course	Questionnaire					

Note: I.A. test shall be conducted for 20 marks. Average marks of three tests shall be rounded off to the next higher digit.

Note to IA verifier: The following documents to be verified by CIE verifier at the end of semester

1. Blue books (20 marks)
2. Student suggested activities report for 5 marks
3. Student feedback on courses regarding Effectiveness of Delivery of instructions & Assessment Methods

Question for CIE and SEE will be designed to evaluate the various educational components, such as:-

Remembering and understanding	: 45%weight age
Applying the knowledge acquired from the course	: 40% weight age
Analysis	: 15% weight age

MODEL OF RUBRICS /CRITERIA FOR ASSESSING STUDENT ACTIVITY

RUBRICS FOR ACTIVITY(5 Marks)						
Dimension	Unsatisfactory	Developing	Satisfactory	Good	Exemplary	Student Score
	1	2	3	4	5	
1. Collection of data	Does not collect any information relating to the topic	Collects very limited information; some relate to the topic	Collect much information; but very limited relate to the topic	Collects some basic information; most refer to the topic	Collects a great deal of information; all refer to the topic	Ex: 4
2. Fulfil team's roles & duties	Does not perform any duties assigned to the team role	Performs very little duties but unreliable.	Performs very little duties	Performs nearly all duties	Performs all duties of assigned team roles	5
3. Shares work equally	Always relies on others to do the work	Rarely does the assigned work; often needs reminding	Usually does the assigned work; rarely needs reminding	Normally does the assigned work	Always does the assigned work without having to be reminded.	3
4. Listen to other Team mates	Is always talking; never allows anyone else to speak	Usually does most of the talking; rarely allows others to speak	Talks good; but never show interest in listening others	Listens, but sometimes talk too much	Listens and speaks a fair amount	2
Average / Total $\text{marks} = (4+5+3+2)/4 = 14/4 = 3.5 = 4$						

Note: This is only an example. Appropriate rubrics/criteria may be devised by the concerned faculty (Course Coordinator) for assessing the given activity.

FORMAT OF IA TEST QUESTION PAPER (CIE)

Test/Date and Time	Semester/year	Course/Course Code	Max Marks			
Ex: I test/6 th week of sem 10-11 Am	III SEM	Information Retrieval and Service Theory	20			
	Year: II	Course code:15LB33T				
Name of Course coordinator : Units: __ CO's: __						
Question no	Question		MARKS	CL	CO	PO
1						
2						
3						
4						

Note: Internal choice may be given in each CO at the same cognitive level (CL).

REFERENCE:

1. R L Parekh: Advanced Indexing and Abstracting Practices. Ess Ess, New Delhi.
2. S Seetharama: Information Consolidation and Repackaging
3. M T M Khan: Information Organisation and Communication
4. S R Ranganathan: Documentation and its facets
5. S R. Ranganathan: Documentation
6. B Guha: Documentation and Information: Services, techniques and systems.
7. Krishan Kumar: Reference Service
8. D J Foskett: Information Services in Libraries.
9. B C Vickery: Techniques of Information Retrieval. London: Butterworths, 1970
10. Peter G New: Reprography for librarians.
11. J S Sharma & D R Grover: Reference Services and Sources of Informaiton.
12. R S Saxena: Information Retrieval Techniques
13. P S G Kumar: Fundamentals of Information Science. S. Chand & Co., New Delhi
14. Gurdev Singh: Information Sources, Services and systems.
15. K.Ramaswamy: UGC NET/SLET in Library and Information Science: A compendium on UGC Library Science Website.

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks: 100

Instructions:

1. Question Paper consists of TWO Sections – Part A, Part B.
2. Answer any SIX Questions from a set of 9 questions in PART- A, Each question carries 5 marks.
3. Answer any SEVEN questions from a set of 10 questions in PART – B, Each question carries 10 marks.

PART A

A. REMEMBERING

1. Define Information Service. Explain the Need for Information Service.
2. List the Categories of Information Users. Discuss the needs of the users of Academic Library?
3. Write a note on Users of Research Library.

B. UNDERSTANDING

4. Describe the types of Abstracting.
5. Define E-Publishing. Describe the Process of E-Publishing.
6. Define CAS? Discuss the need for CAS.

C. APPLICATION

7. Illustrate the procedure of Keyword Indexing.
8. Demonstrate the various file formats of E-Documents.
9. Prepare the Information Products of Libraries.

PART B

A. REMEMBERING

1. List the various Indexing systems. Demonstrate the techniques of any one of them.
2. Define Abstract. List the types of Abstract. Explain the purpose of abstracting.
3. Name the e-book reader management software. Explain the features of any one of them.

B. UNDERSTANDING

4. Describe information Seeking Behaviour of Users of Special Library.
5. Explain the need for user education. List the methods and techniques adopted in Public Library.
6. Explain in brief different Vocabulary Control Tools
7. Summarise with example the use of social media in modern alert services.

C. APPLICATION

8. Apply the Strategic Marketing Plan for Promoting services in a school library.
9. Design the Services that are provided in Public Libraries.
10. Examine the features of SDI.

Model Question Bank

Part – A

A. REMEMBERING

1. Write a note on Information Services Provided in Academic Library.
2. Enumerate Kinds of Information Services Provided in Special Library.
3. List the Kinds of Information Services Provided in Public Library.
4. Write a Note on PRECIS.
5. Write a Note on Key Word Index.
6. Briefly explain Vocabulary control tools.
7. Write a Note on Thesaurus.
8. Define E-document. List any Five File Formats of E-Documents.
9. List Various Mobile Apps available for E-Book reading.
10. List the various vocabulary control tools for indexing. Explain the need for Vocabulary.

B. UNDERSTANDING

11. Explain Chain Indexing.
12. Discuss Boolean Operator.
13. Discuss Electronic Alert Service.
14. Define CAS. Discuss the need for CAS.
15. Discuss the Various Ways and Means of Providing CAS.

C. APPLICATION

16. Point out the Feature of Calibre – E-Book Management Software.
17. Demonstrate how RSS Feed Works.
18. Analyse the application of CAS in any specific library.
19. Define SDI. Summarise the Need for SDI.
20. Differentiate between subject heading list and Thesaurus.
21. Differentiate between CAS and SDI.

PART – B

A. REMEMBERING

1. List the marketing activities/techniques and development in formulating the marketing techniques for the information service in a special library/Academic Library/Special Library.
2. Define Indexing. Explain the need for Indexing.
3. Identify the major steps involve in installing CAS.

4. Identify the features of SDI and Explain in Brief.

B. UNDERSTANDING

5. Explain the need for user study. List the methods of user study.
6. Describe the principle of strategies of information marketing.

C. APPLICATION

7. Design/Develop the user study method you may adopt in Special Library.
8. Design/Develop the user study method you may adopt in Academic Library.
9. Design/Develop the user study method you may adopt in Public Library.
10. Formulate any two methods of user education in Public Library.
11. Formulate any two methods of user education in Special Library.
12. Formulate any two methods of user education in Academic Library.
13. Do you find any difference between E-Publishing/Web Publishing/Online Publishing – Justify/Substantiate your opinion?
14. Schematize the major steps involved in installing the SDI service through manual/Mechanical Methods.