Information needs of MBA students of MKSSS’s Smt. Hiraben Nanavati Institute of Management and Research for Women, Karvenagar, Pune

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Abstract

The present study on the topic of “Information needs of MBA students of MKSSS’s Smt. Hiraben Nanavati Institute of Management and Research for Women”, focuses on information needs of MBA students. Information need is the need of hour in today’s information driven world. Objectives of the study are to study the information needs of student w.r.t. curriculum; to study the availability of the reading material; to study the satisfaction level of students regarding reading material availability in the library. Getting the right information from the appropriate source is vital. In the present study researchers tried to find out the needs of readers related to their studies and normal reading. The researchers would like to conclude that, readers refer reference books for the information needs of curriculum, from the adequate books available in the library; readers are aware about the e-journals availability, but majority of students do not access e-journals; overall, readers are satisfied with the reading material available in the library. Key words:- Information needs, library stock, curriculum, e-journals.

A) INTRODUCTION:- Information needs of MBA students is the topic selected for the Research. The MBA student needs to receive information from various sources in order to satisfy the requirement of the syllabus. Many a times students need to refer not only the recommended books but also other reading material such as news paper, magazine, Internet etc. for gaining information and knowledge. In this process students sometimes face the problems in getting the right information or accessing knowledge for their requirement. This is the major cause due to which researchers intended to carry out research on this topic. According to Dr. S. R. Rangnathan, the father of library science in India, “Libraries are not mere store house they are rich springs from which knowledge flows out to irrigate the wide field of education and culture.” According to UNSECO’s Terminology of documentation, “Library is an organized collection of printed books and periodicals or of any other graphic or audio-visual materials and the service of a staff to provide and facilitate the use of such materials as are required to meet the informational needs of its user.” The word ‘library’ comes from the latin word, ‘libraría’, which means a place where books and other writings are kept. But the library of today is much more than a building stocked with books. It is a workshop for the students to accumulate knowledge and wisdom. Through its doors everybody can step into a world of adventure. It is sometimes called a ‘treasure house with an open door.’ The library is a trinity of documents, users / readers and staffs. The old concept of the library i.e. “storehouse of recorded documents” has been replaced the modern concept and it is now known as “Information centre”. J . H. Herald suggested ‘5 Rs’ for better information services. They are: 1. The right information would go to 2. Right man in the 3. Right amount at the 4. Right time and in the 5. Right form.

We are living in an age of ‘explosion’. According to J.S. Sharma, the following are the driving forces which have given birth to this explosion:

1. Progress made by science and technology during the last 150 years.
2. The democratization of political institutions throughout the world.
3. The popularization of education in all sections and society.
4. Introduction of communication systems.
5. Impact of Russian Revolution (1917), two world wars, emergence of nationalism, improvement of printing technology.
6. Establishment of the UNO and its specialized agencies including UNESCO.

College library is an important and integral part of the teaching programmed, it occupies a prominent position. The present day college education has become student centred and it encourages students to play a vital and creative role in their own education. The college library is one of the means to achieve their ends. The aims of college education and college libraries are interrelated. The college library provides ample opportunities for self-education to the students, besides supplementing the class lectures. Realizing the important role of the college libraries, the UGC has been granting special funds for the development of college libraries. The following are the objectives of a college library:

1. To provide suitable supplementary books to assist students and faculty members.
2. To provide necessary information on how to tap suitable information.
3. To encourage students to face the world with confidence.
4. To provide assistance for self-education by providing suitable documents to students.
5. To assist teaching staff (faculty members) in organizing the syllabi and methods of teaching.
6. To provide important assistance, like the latest development in various fields of the teaching staff.

One of the basic aims of information service is ‘putting the knowledge to work’. The MKSSS’s Smt. Hiraben Nanavati Institute of Management & Research for Women (HNIMR)’s library is established with the responsibility of organizing, preserving the recorded human thoughts to achieve its basic objective of dissemination of information.

The following eight functions were identified for an information centre:
1. Collection of data.
2. Selection of the data
3. Classifying
4. Arranging
5. Storing
6. Retrieving
7. Documentation
8. Dissemination

Library in modern days is regarded as a social institution. To cater to the different needs of the readers, different libraries have been established like public libraries, academic libraries, and special libraries. Realizing the importance of libraries as information centres, public and private organizations have established different libraries. If we compare the functions of an information centre with that of a library, it would be clear that library functions as an information centre.

**B) INFORMATION NEEDS:** J.H. Shera thinks that, basic needs of human being are air, water, food and shelter as four basic needs of human beings. John Platt has included one more need that is ‘information need’. Based on this J.H. Shera states that- “The fifth need of a man is the need for, what can be called in a mathematical sense ‘information for a continuous novel, unpredictable, non redundant and surprising flow of stimuli.’” He further focus on Mr. Platt’s statement that stresses on ‘fifth need of information need’ and states that information is need of human brain. “The brain also exists in order to organize and to weave patterns from information presented to it, and it becomes seriously deranged if this essential opportunity is denied. This activity of organizing input information not only characterizes the same mind but it also necessary for maintenance of sanity”. Brain is always in need of new information and knowledge. This is basic uninterrupted need of brain of human being. Collection of information, processing of information, this is a part of nervous system. In the development process of human intellect the above mentioned process is most important. It is also needed for the learning process in humans. Small part of brain comes with the baby at the time of birth, but the development of second big part of brain gets develop only after the series of experience and stimulation. Shera has mentioned that ‘for living there is a need of information. Otherwise there would be question mark on existence of human beings. “A constant need of the brain for something to
feed—for information—may be seen as a basic human drive and the power to communicate becomes not a happy and fortuitous invention, but an inevitable essential to man’s survival”. Shera explain the information need with reference to one human being and he also explain the same for most of people or society. He tries to divert the attention of scientist towards this subject. For the discussion and analysis of the society’s need for information, Shera argues that, there is a need for new discipline as then existing discipline of Epistemology considers only information need at individual levels.

C) NEED FOR THE PRESENT STUDY: Today’s business scenario is ever changing due to stiff competition almost in every sector, such as manufacturing, service sectors etc. Due to stiff competition and uncertainty in business there is a need of dynamic executives / managers to take vital decisions, which will impact business in a positive manner. Thus universities have designed MBA syllabus to cater the demands of industries which is very important aspect with respect to industries. Hence university / Department / Institute compel the students to go through different activities in addition to routine theory. It is very important to know how MBA students are attempting to complete the study by overcoming the problems in getting information / knowledge.

D) OBJECTIVES OF THE STUDY: The study aims at analyzing the role of library in satisfying the information needs of MBA students. In particular the study sets the following broad objectives:

1. To study the information needs of students with respect to their curriculum.
2. To study the availability of adequate and appropriate reading material available in the library to satisfy the requirement of students as well as staff.
3. To study the problem faced by students in accessing information.
4. To study the satisfaction level of students with regards to reading material available in the Library.

E) HYPOTHESIS: With respect to above mentioned objectives researchers have formulated following hypothesis: ‘Majority of the MBA students refer to the library collections and are satisfied with the reading material available in the library’.

F) RESEARCH METHODOLOGY: Descriptive method of research has been used for this study because descriptive research includes survey and fact-finding enquiries.

Survey technique has been used in this study. Under this technique, researchers have carried out questionnaire filling exercise and discussions to obtain the data regarding the information needs of MBA students.

G) SOURCES OF DATA AND TYPE OF RESEARCH:

i) Collection of primary data: For identification of issues related to the subject, researchers have collected data through the questionnaire developed and got it filled from students of HNIMR.

ii) Collection of secondary data: Researchers, have collected secondary data from various books, journals, magazines, websites related to library and information science.

iii) The population and sample: Out of 300 students studying in HNIMR, 100 students were given the questionnaire for this research; hence the sample size of this research is 100.

H) SCOPE OF THE STUDY: This study is been carried out at (HNIMR) MKSSS’S Smt. Hiraben Nanavati Institute of Management & Research for Women, Karvenagar, Pune. Questionnaires were filled by MBA students from first & second year during academic year 2010-2011.

I) DATA ANALYSIS: In this chapter data collected through questionnaire is analysed. The questionnaire was designed to know the responses of the respondents regarding their information
needs. Based on the responses findings have drawn. Major questions and their responses are mentioned here.

Q.1) This question was asked to know whether library provides open access to students or not. The response is shown in the following Table.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>100</td>
<td>100%</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Inference:- It is found that, 100% of the respondents opined that the library provides an open access to students.

Q.2) This question was asked to know whether respondents can search a book easily, which they need from the library.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>100</td>
<td>100%</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Inference:- It is found that, 100% of the respondents opined that they can search a book easily which they need from the library.

Q.3) This question was asked to know which sources do respondent refer for the information needs of curriculum? The response is shown in the following Table.
<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text book</td>
<td>29</td>
<td>29%</td>
</tr>
<tr>
<td>Reference book</td>
<td>53</td>
<td>53%</td>
</tr>
<tr>
<td>Periodicals.</td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td>Any other. Please specify</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Inference:- It is found that, 29% of the respondent refers text book for the information needs of curriculum, 53% of the respondents refer Reference book for the information needs of curriculum. 14% of the respondents refer Periodicals for the information needs of curriculum and 4% of the respondents refer other sources for the information needs of curriculum.

Q.4) This question was asked to know whether respondents are satisfied with the collection in college library. The response is shown in the following Table.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly satisfied</td>
<td>44</td>
<td>44%</td>
</tr>
<tr>
<td>Moderately Satisfied.</td>
<td>42</td>
<td>42%</td>
</tr>
<tr>
<td>Satisfied.</td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td>Not satisfied</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Inference:- It is found that, 44% of the respondents are highly satisfied with the collection of library, 42% of the respondents moderately satisfied with the collection of the library & 14% of the respondents are satisfied with the collection of the library.

Q.5) This question was asked to know whether respondents think that, the total number of books available in the library, are sufficient to meet needs. The response is shown in the following Table.
Inference:- It is found that, 61% of the respondents think that, total number of books available in the library, are sufficient to meet needs, 39% of the respondents think that, total number of books available in the library, are not sufficient to meet needs.

J) FINDINGS:- In this chapter major findings are given in an ascending order, which are based on objectives of this research work.

➢ It is found that, 100% of the respondents opined that the library provides an open access to students (Q.1).
➢ It is found that, 100% of the respondents opined that they can search a book easily which they need from the library Q.2).
➢ It is found that, 29% of the respondents refer text book for the information needs of curriculum, 53% of the respondents refer reference book for the information needs of curriculum. 14% of the respondents refer periodicals for the information needs of curriculum and 4% of the respondents refer other sources for the information needs of curriculum (Q.3).
➢ It is found that, 44% of the respondents are highly satisfied with the collection of library, 42% of the respondents moderately satisfied with the collection of the library & 14% of the respondents are satisfied with the collection of the library (Q.4).
➢ It is found that, 61% of the respondents think that, total number of books available in the library, are sufficient to meet needs, 39% of the respondents think that, total number of books available in the library, are not sufficient to meet needs. (Q.5).

K) SUGGESTIONS:- We have just gone through findings, mentioned above, some suggestions which would be beneficial to students and library authorities are presented as follows:-

✓ As it is found that, 100% of the respondents opined that the library provides an open access to students. It is an appreciable and such practice needs to be continued by library for the benefit of the readers. (Q.1).
✓ Since it is found that, 100% of the respondents opined that they can search a book easily which they need from the library, it should be the responsibility of the librarian and authorities to maintain the library sufficiently equipped with required books as per curriculum. (Q.2).
✓ It is also found that, 29% of the respondents refer text book for the information needs of curriculum, 53% of the respondents refer reference book for the information needs of curriculum. 14% of the respondents refer periodicals for the information needs of curriculum and 4% of the respondents refer other sources for the information needs of curriculum. It is suggested that library should be kept well equipped with all kinds of information resources available for students to fulfil their need for information or knowledge. (Q.3).
✓ Further, it is found that, 44% of the respondents are highly satisfied with the collection of library, 42% of the respondents moderately satisfied with the collection of the library & 14% of the
respondents are satisfied with the collection of the library. It is hence suggested that, library authorities and staff should always strive to maintain high level of satisfaction of readers. (Q.4).

✓ Large number of respondents think that, total number of books available in the library, are sufficient to meet needs. It is an appreciable fact that, library has got adequate number of books. To maintain the motivation level of readers, library has to always be kept well equipped with books of different variety (Q.5).

L) REFERENCES:


ii) WEBSITES:

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2. www.sciencedirect.com
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