

**POST GRADUATE DIPLOMA IN DISTANCE  
EDUCATION**

01765

**Term-End Examination**

**December, 2010**

**ES-312 : DESIGN AND DEVELOPMENT OF  
SELF-LEARNING PRINT MATERIALS**

*Time : 3 hours*

*Maximum Weightage : 75%*

---

*Note : (i) Attempt all the three questions.*

*(ii) All the three questions carry equal weightage.*

---

1. Answer *any one* of the following questions in about *1200 words* :

Discuss the various activities and considerations involved in two levels of corrections in a course. Explain the procedures and sources with the help of illustrations for collecting feedback for revising a course of distance education.

**OR**

“Distance education uses formative and summative forms of assessment as in conventional education, but differs in the ways in which they are used” – Justify the statement. Discuss the various types of self-assessment questions with suitable examples.

2. Answer *any four* of the following in about **300 words** each :

- (a) Discuss the major contributions of behaviourist theory of learning in designing self-learning print materials.
- (b) Discuss the important technologies of communication in distance education.
- (c) List the seven key parameters for designing distance teaching materials. Explain each one briefly.
- (d) Describe the roles and functions of content editor in the development of distance teaching materials.
- (e) Compare the external and internal reviews followed at Open University of Hong Kong (OUHK) to maintain the quality of a course.
- (f) Explain the advantages and disadvantages of having part-time and full-time course writers in distance education.

3. Answer the following in about **1200 words** :

Consider yourself a writer of self-learning print materials for distance learners. Prepare a unit of about 1200 words on a theme of your choice. Identify the theme and the level of target group and mention them before you write the unit. Your unit should have all the features of self-learning print materials.