

**POST GRADUATE DIPLOMA IN
LIBRARY AUTOMATION AND
NETWORKING (PGDLAN)**

Term-End Examination

December, 2011

MLI-006 : CONTENT DEVELOPMENT

Time : 2 hours

Maximum Marks : 50

(Weightage : 40%)

Note : Answer all questions. All questions carry equal marks. Illustrate your answers with suitable examples and diagrams, wherever necessary. Write relevant question number before writing the answer.

1.1 What do you understand by the term 'multimedia resource' ? Explain the advantageous features of multimedia applications.

OR

1.2 Explain the steps of relational content analysis.

2.1 What do you understand by Field 856 ? Discuss the constraints of cataloguing Internet resources.

OR

2.2 Discuss 'Internet as an information system model.'

3.1 Explain the role of libraries and librarians in knowledge management.

OR

3.2 Discuss different aspects of content development in web page architecture and describe the design elements suggested by Neilson to increase the usability of websites.

4.1 Discuss Electronic Text Encoding and Interchange (TEI) guidelines.

OR

4.2 What is netiquette ? Describe some general rules to be followed in this regard.

5.0 Write short notes on *any two* of the following (in about 250 words each).

- (a) ASTAFS
 - (b) Project Scorpion
 - (c) XML & HTML
 - (d) Ontology
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