

POST GRADUATE DIPLOMA IN  
LIBRARY AUTOMATION AND  
NETWORKING (PGDLAN)

Term-End Examination

December, 2013

MLI-006 : CONTENT DEVELOPMENT

Time : 2 hours

Maximum Marks : 50

(Weightage : 40%)

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*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.*

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1.1 The tools which are used to surf/search Internet are known by which names ? Name the different kinds of such tools and describe their features.

OR

1.2 Explain the steps for quantitative conceptual content analysis.

2.1 Discuss the advantages and disadvantages of using a classification scheme for organizing Web resources.

OR

2.2 What is Z39.50 ? What is its purpose ? Describe the basic features of Z39.50.

3.1 Discuss the concept of content development as defined by W3C. Explain the design aspects of content development.

**OR**

3.2 Discuss the needs for norms and guidelines for content development. Describe the points suggested by Neilson that are to be considered by content developers for content development.

4.1 How XML is different from HTML ? Discuss the library applications of XML.

**OR**

4.2 What do you understand by Intellectual Property Rights (IPR)? Enumerate different components of IPR and explain any two of them.

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

- (a) MARC 21 and its structure
- (b) Semantic context setting
- (c) Document object model
- (d) Web servers

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