

00943

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

Term-End Examination

December, 2014

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 State the function of navigational tools and enumerate its different types. Describe the characteristics of subject information gateways and their usefulness.

OR

1.2 Enumerate the types of text documents found in multimedia components. Graphic files fall under which type ? Explain the major types of graphic styles and describe any three graphic file formats with advantages and disadvantages.

2.1 What are the different categories of content analysis ? Describe briefly the methods of quantitative content analysis.

OR

2.2 What is Dublin Core ? Describe the core elements of Dublin Core with examples.

3.1 What is Z 39.50 ? Describe its purpose and features. Discuss the library applications of Z 39.50.

OR

3.2 What is knowledge management ? Discuss the role of librarians in knowledge management.

4.1 Discuss the design aspects that should be considered in content development. Describe the design elements, as suggested by Nielson, that will increase the usability of websites.

OR

4.2 Discuss the need for norms and guidelines for content development. Mention some general guidelines in this regard.

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

- (a) Internet as an information system
- (b) Role of meta data in web indexing
- (c) Semantic context setting
- (d) Netiquettes