

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

Term-End Examination

June, 2013

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 Explain field 856 of MARC 21 with examples.

OR

1.2 What do you understand by relational analysis of contents ? Explain the steps involved therein.

2.1 Explain the need for knowledge management in an organisation. Discuss the difference between information management and knowledge management.

OR

2.2 Explain the components of multimedia content and discuss the audio and video file formats associated with it.

3.1 Discuss 'Internet as an information system model'.

OR

3.2 Discuss briefly the W3C guidelines for web content development.

4.1 Describe the steps involved in web page designing using any one available tool.

OR

4.2 What are the legal issues associated with information on the web? Explain and suggest remedies.

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

- (a) Classification of web documents
 - (b) XML
 - (c) Z39.50
 - (d) Semantic web
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