

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

00912 Term-End Examination

June, 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 What are the components of multimedia content ? Describe different images/graphic file formats and their advantages and disadvantages.

OR

1.2 Discuss the criteria for evaluating web documents as suggested by Louis Shores.

2.1 What is Dublin core ? Enumerate Dublin core elements with examples.

OR

2.2 Explain the difference between Information Management (IM) and Knowledge Management (KM). Justify the need for KM in an organization.

3.1 What do you understand by content development ?
Discuss the criteria for content development.

OR

3.2 Enumerate the fourteen guidelines of W3C for web content accessibility. Describe any five.

4.1 Explain the meaning of mark-up and mark-up language. Describe the features of HTML.

OR

4.2 Describe the steps to create and edit documents according to Dreamweaver.

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

- (a) Bulletin Board System
 - (b) Parameters for Syntactic Context Setting
 - (c) TEI
 - (d) Cryptography
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