

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

Term-End Examination

01045

June, 2019

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 Subject/Information Gateways ? Discuss their importance and use.

OR

1.2 What is content analysis ? Describe its advantages and disadvantages.

2.1 What is MARC ? Describe field 856 of MARC 21.

OR

2.2 Describe the development of Z39.50 and its application to libraries.

3.1 Explain the need of knowledge management in an organization. Discuss the points to be considered in designing a knowledge system.

OR

3.2 Discuss the designing aspects to be considered in content development.

4.1 Discuss the Text Encoding Initiative (TEI) guidelines in the context of text encoding and representation.

OR

4.2 What is a style sheet ? Describe the ways of linking style rules to HTML documents.

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

- (a) Web Directories
 - (b) Characteristics of Multimedia Applications
 - (c) File Transfer Protocol
 - (d) Ontology
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