MLI-006

POST GRADUATE DIPLOMA IN LIBRARY AUTOMATION AND NETWORKING (PGDLAN)

Term-End Examination

June 2021

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 Describe the different kinds of navigational tools used for searching information on the Internet.

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 applications to libraries.

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

OR

3.2 Discuss the aspects to be considered in designing content on the web.

4.1 Describe Text Encoding and Interchange (TEI) guidelines for representation of textual material in electronic form.

OR

4.2 What is 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)   Search Engines
   (b)   Components of Multimedia Content
   (c)   Services Available on Internet
   (d)   Syntactic Context Setting

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