

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

**Term-End Examination**

**June, 2015**

00739

**MLI-006 : CONTENT DEVELOPMENT**

*Time : 2 hours*

*Maximum Marks : 50*

*(Weightage : 40%)*

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**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.*

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**1.1** What are web directories and search engines ?  
Explain their features, functions and usefulness.

**OR**

**1.2** What is multimedia resource ? Explain the characteristics of multimedia applications.

**2.1** Enumerate any six types of documents available over the web. Discuss the criteria for evaluation of web documents as given by Louis Shores.

**OR**

**2.2** Discuss the purpose and need for classifying Internet documents.

**3.1** Discuss 'Information resource as an asset'. Describe the key elements of Willard model of information resource management.

**OR**

**3.2** Discuss the objectives of Knowledge Management (KM). Explain the problems for implementation of KM in organisations.

**4.1** What is syntactic context setting ? Discuss the parameters to be considered for this process.

**OR**

**4.2** What is cryptography ? Discuss some of its principles.

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

- (a) Element MARC 21's 856 field
  - (b) File transfer protocol of Internet
  - (c) TEI
  - (d) Dreamweaver
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