

00136

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

**Term-End Examination**

**June, 2010**

**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. What is meant by navigational tools ? Enumerate their different kinds. Discuss the need and characteristics of subject/information gateways.

**OR**

Discuss the parameters of evaluating web documents.

2. Explain the concept of Information Resource Management (IRM). Describe the key elements of Willard model of IRM.

**OR**

Discuss the concepts of information management and knowledge management. Explain need of knowledge management in an organization.

3. What is syntactic context setting ? Discuss the aspects to be kept in view for syntactic context setting.

**OR**

Discuss briefly the W3C guidelines for Web content development.

4. How XML is different from HTML ? Discuss the features of XML.

**OR**

What is plagiarism ? Describe the steps to be followed to detect and track down plagiarism.

5. Write short notes on *any two* of the following (about **250** words each) :
- (a) Advantages and disadvantages of content analysis
  - (b) MARC 21
  - (c) Z 39.50 applications in library
  - (d) Semantic Web
-