POST GRADUATE DIPLOMA IN LIBRARY AUTOMATION AND NETWORKING (PGDLAN)

00594

Term-End Examination

June, 2011

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   Define 'multimedia' and discuss its advantages. Enumerate the components of multimedia.

OR

1.2   Explain the methods of conceptual content analysis.

2.1   Explain the needs for cataloguing of Web documents. Discuss the issues to be resolved in this regard.

OR

2.2   Discuss various services offered by Internet.

3.1 Discuss the role of libraries in knowledge management.

OR

3.2 It is said that around 80 percent of Web users scan rather than read.

Describe the reasons for this observation. What are the remedial measures that can be employed to improve the situation ?

4.1 Describe the different types of server page technologies used in Web environment.

OR

4.2 Discuss various legal issues currently involving Internet.

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

(a) Marc 21

(b) Evaluation of Web documents

(c) HTML and XML

(d) Netiquette