

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

CONTENT DEVELOPMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What comes first in the eContent planning process?
 - (i) Identifying the target audience
 - (ii) Defining the learning objectives
 - (iii) Conducting a needs assessment
 - (iv) Creating a project timeline
- 2 Which of the following is an advantage of using eContent in education?
 - (i) It is always more effective than traditional teaching methods
 - (ii) It is more engaging for students
 - (iii) It eliminates the need for a teacher
 - (iv) It is less expensive than traditional teaching methods
- 3 What is a SCORM package?
 - (i) A collection of HTML files that make up an e-learning course
 - (ii) A file format for storing e-learning content
 - (iii) A set of guidelines for creating e-learning content
 - (iv) All of the above
- 4 What is blended learning?
 - (i) A learning approach that involves a combination of online and offline methods
 - (ii) A learning approach that involves only online methods
 - (iii) A learning approach that involves only offline methods
 - (iv) A learning approach that involves watching videos only
- 5 What is a content repository in a CMS?
 - (i) A feature that allows users to collaborate on content creation
 - (ii) A tool for analyzing website traffic and user behavior
 - (iii) A method for optimizing website content for search engines
 - (iv) A place where digital content is stored and managed

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the e-content development tools? List some advantages of using e-content development tools.
OR
b Bring out the importance of e-content planning. How will you identify your target audience during e-content planning?
- 7 a Narrate the impact of emerging technologies, such as virtual reality and artificial intelligence, on e-content development and its effectiveness.
OR
b State the ethical considerations should be taken into account when creating e-content, such as privacy, accessibility, and copyright infringement.
- 8 a How did early e-learning adopters overcome challenges?
OR
b How does the cognitive load theory influence the design and development of e-content, and what are some best practices for managing cognitive load?

Cont...

- 9 a Discuss the advantages and disadvantages of smart classes, and how do they impact teaching and learning outcomes?
OR
b Differentiate open-source learning, from traditional forms of e-learning.
- 10 a How can data analytics and feedback be used to continuously improve and optimize e-content development?
OR
b Explain the benefits of e-content hosting, such as scalability, reliability, and cost-effectiveness.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Enumerate the key production techniques used in e-content development, such as video production or interactive design, and how can they be effectively utilized to create engaging and effective e-learning experiences?
OR
b Interpret the role of multimedia elements, such as audio and images, play in e-content production, and how can they be effectively used to enhance learning outcomes?
- 12 a Analyze some of the best practices for designing and developing e-content, such as following instructional design principles or using multimedia content.
OR
b Give your recommendation for organizations to ensure their e-content remains up-to-date and relevant, such as by conducting regular reviews or updates.
- 13 a Explain social learning theory, and how can it be incorporated into e-learning initiatives to promote collaboration and knowledge sharing?
OR
b Elucidate ADDIE model, and how can it be used to design and develop e-content?
- 14 a Assess the evolution of e-learning over time, and what were the key milestones in its development?
OR
b Discuss the role of technology in the evolution of e-learning, and how did advancements in technology shape its growth and development?
- 15 a Recommend some ethical considerations that organizations should take into account when producing e-content, such as ensuring that the content is accurate and unbiased or avoiding cultural stereotypes?
OR
b Formulate a method for e-content production techniques be used to promote diversity, equity, and inclusion in e-learning, such as by providing content in multiple languages or using inclusive design principles.

Z-Z-Z

END