

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2025
(Fourth Semester)

Branch – **JOURNALISM AND MASS COMMUNICATION**

CONTENT DEVELOPMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following best describes eContent? a) Only text-based digital materials b) Digital content that can include text, images, audio, video, and interactive elements c) Only video-based educational materials d) Physical educational materials converted to PDF format	K1	CO1
	2	Which instructional design model emphasizes Analysis, Design, Development, Implementation, and Evaluation phases? a) Bloom's Taxonomy b) SCORM model c) ADDIE model d) Kirkpatrick model	K2	CO1
2	3	Which of the following is NOT a common benefit of e-learning? a) Geographical flexibility b) Self-paced learning c) Reduced need for instructional design d) Cost-effectiveness for large audiences	K1	CO1
	4	Which e-commerce business model involves transactions between businesses? a) B2C (Business to Consumer) b) C2C (Consumer to Consumer) c) B2B (Business to Business) d) G2C (Government to Consumer)	K2	CO1
3	5	Which of the following is an example of G2C (Government to Citizen) e-governance? a) Electronic filing of taxes b) Inter-departmental data sharing c) Government procurement portals d) Employee management systems	K1	CO1
	6	What does SCORM stand for? a) System for Computer-Oriented Research Materials b) Sharable Content Object Reference Model c) Standard Content Organization and Reference Method d) Systematic Control of Online Resource Materials	K2	CO1
4	7	Which of the following is NOT a typical feature of a Learning Management System? a) Course enrollment and management b) Assessment and grading tools c) Content creation and authoring d) E-commerce payment processing	K1	CO1
	8	Which standard focuses specifically on the interoperability of question and test data across different learning systems? a) SCORM b) IMS-LTI c) IMS-QTI d) xAPI (Tin Can)	K2	CO1
5	9	Which of the following is a rapid e-learning development tool? a) Adobe Photoshop b) Microsoft Word c) Articulate Storyline d) Google Analytics	K1	CO1
	10	What is the primary purpose of learning analytics in e-learning? a) To collect student personal information b) To analyze and optimize learning processes and environments c) To automate the entire teaching process d) To reduce the need for instructional design	K2	CO1

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe the characteristics of the e-content.	K2	CO2
	(OR)			
	11.b.	Outline the features of modules of e-content.		
2	12.a.	Explain the process of developing e-content strategy.	K3	CO3
	(OR)			
	12.b.	Discuss the fundamentals of writing for the Digital Audience.		
3	13.a.	Evaluate the effectiveness of e-learning platforms.	K3	CO3
	(OR)			
	13.b.	Using specific examples, explain any two models of e-learning.		
4	14.a.	Elucidate the significance of blended learning with suitable examples.	K4	CO3
	(OR)			
	14.b.	Explain the significance of SCORM standards in e-learning.		
5	15.a.	Compare and contrast traditional Learning Management Systems (LMS) with modern Learning Experience Platforms (LXP).	K4	CO2
	(OR)			
	15.b.	Describe the key stages in developing effective educational e-content.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the major challenges faced during e-governance implementation in developing countries.	K6	CO5
2	17	Trace the evolution of pedagogical approaches in e-learning from early computer-based training to modern adaptive learning systems. How have technological advancements influenced teaching methodologies in digital environments?	K5	CO4
3	18	Analyze how e-commerce functionality can be effectively integrated into educational platforms. What business models can educational institutions adopt to monetize their digital content while maintaining educational quality?	K5	CO5
4	19	Discuss the advantages and challenges of mobile learning (m-learning). How can instructional designers optimize content for mobile delivery while ensuring effective learning outcomes?	K4	CO4
5	20	Analyze the role of gamification in enhancing learner engagement and motivation. Provide examples of effective gamification strategies and discuss potential limitations or drawbacks.	K5	CO5

Z-Z-Z

END