

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 is a key principle in e-content planning? a) Using as many multimedia elements as possible b) Creating content that works on desktop computers only c) Aligning content with specific learning objectives d) Avoiding user testing until final implementation	K1	CO1
	2	What was a major breakthrough in e-learning history during the 1990s? a) The development of CD-ROMs for education b) The widespread adoption of the internet for learning c) The invention of digital whiteboards d) The development of artificial intelligence tutors	K2	CO1
2	3	In the ADDIE model of instructional design, what does the first "D" stand for? a) Deployment b) Distribution c) Development d) Demonstration	K1	CO1
	4	Which of these is NOT considered a core element of multimedia e-content? a) Text b) Animation c) Classroom instruction d) Audio	K2	CO1
3	5	Which e-learning technology allows students to participate in educational activities from different locations at the same time? a) Asynchronous learning platforms b) Learning Management Systems (LMS) c) Synchronous learning tools d) Content Management Systems (CMS)	K1	CO1
	6	What is the primary purpose of Digital Rights Management (DRM) in e-publishing? a) To enhance the accessibility of digital content b) To protect intellectual property from unauthorized distribution c) To compress digital files for faster downloads d) To convert print materials to digital formats	K2	CO1
4	7	Which of the following best describes the concept of "responsive design" in e-content development? a) Content that responds to user questions with AI b) Content that adapts to different screen sizes and devices c) Content that responds to user emotions d) Content that loads quickly on all browsers	K1	CO1
	8	Which e-commerce business model involves transactions between businesses rather than consumers? a) B2B (Business-to-Business) b) C2C (Consumer-to-Consumer) c) B2C (Business-to-Consumer) d) G2C (Government-to-Citizen)	K2	CO1
5	9	Which of the following is a key benefit of e-governance initiatives? a) Reducing the need for government employees b) Increasing transparency and accessibility of government services c) Eliminating the need for physical government offices d) Replacing elected officials with automated systems	K1	CO1
	10	Which learning theory is most closely associated with the constructivist approach to e-learning design? a) Behaviorism b) Cognitivism c) Social learning theory d) Active learning theory	K2	CO1

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Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe the characteristics of the multi-media content.	K2	CO2
	(OR)			
	11.b.	Explain the different e-commerce business models (B2B, B2C, C2C, etc.) with relevant examples.		
2	12.a.	Explain the process of e-content evaluation.	K3	CO3
	(OR)			
	12.b.	Discuss the process of ideation and conceptualisation for the Digital Audience.		
3	13.a.	List out and explain any three e-learning platforms.	K3	CO3
	(OR)			
	13.b.	Using specific examples, explain any two content creation tools.		
4	14.a.	Classify how publishers can balance the protection of intellectual property with user experience?	K4	CO3
	(OR)			
	14.b.	Evaluate the role of Learning Management Systems (LMS) in modern education. How do they support both teachers and learners?		
5	15.a.	Compare and contrast synchronous and asynchronous e-learning technologies. What are the advantages and limitations of each approach?	K4	CO2
	(OR)			
	15.b.	Describe the key aspects of open-source learning.		

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 how different multimedia elements (text, audio, video, animation) can be effectively integrated to enhance learning outcomes. Provide examples of successful integration.	K6	CO5
2	17	Predict future developments in e-learning technologies and e-content development. How might emerging technologies like AI, VR, or blockchain influence these fields?	K5	CO4
3	18	Evaluate different methods of assessment in e-learning environments. How can technology improve the assessment process?	K5	CO5
4	19	Examine how e-governance initiatives have transformed citizen-government interactions. Provide specific examples of successful implementations and their benefits.	K4	CO4
5	20	Analyze the impact of digital publishing on traditional publishing industries. What challenges and opportunities have emerged?	K5	CO5

Z-Z-Z

END