

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MA DEGREE EXAMINATION MAY 2024
(Fourth Semester)
Branch – JOURNALISM & 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. _____ is NOT a key component of effective e-content development.
 - (i) Interactive multimedia
 - (ii) Lengthy text without visuals
 - (iii) Use of e-Content tools
 - (iv) Designing structured modules
2. SCORM standards are primarily related to:
 - (i) Video conferencing
 - (ii) e-Commerce
 - (iii) e-Learning content packaging
 - (iv) Mobile learning
3. Which of the following is a feature of Learning Management Systems (LMS)?
 - (i) Financial transaction processing
 - (ii) Tracking learner progress
 - (iii) High-resolution video editing
 - (iv) 3D modeling for architecture
4. In e-content writing, what is the primary focus when developing content for specific audiences?
 - (i) Using complex jargon
 - (ii) Length of the content
 - (iii) Audience's needs and preferences
 - (iv) Color scheme of the content
5. E-governance primarily focuses on:
 - (i) Online gaming
 - (ii) Digital interactions between government and citizens
 - (iii) e-Commerce transactions
 - (iv) Private sector corporate governance

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Discuss the importance of multimedia in e-Content development.
OR
b) Explain the role of e-Content tools in enhancing the learning experience.
7. a) Describe the process of e-Content planning and its significance in production techniques.
OR
b) How do pedagogical principles influence the effectiveness of e-Content?
8. a) Evaluate the impact of different e-Learning technologies in today's educational landscape.
OR
b) Explain the concept of Blended Learning and its relevance in modern education systems.

Cont...

9. a) Discuss the key aspects of designing e-Content modules and structures.
OR
b) How does e-Content evaluation play a role in improving the quality of educational materials?

10. a) Illustrate the process of e-Content creation and hosting on a Content Management System (CMS).
OR
b) Explain the significance of content ideation and creation in developing a content strategy.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

11. a) Analyze the history of e-Learning and its evolution into current e-Learning environments.
OR
b) Discuss the various e-Learning platforms and their specific applications in different industries.
12. a) Elaborate on the SCORM model and its importance in e-Learning content standardization.
OR
b) Describe the various models and theories that underpin effective e-Content development.
13. a) Examine the role of mobile learning in today's educational and training sectors.
OR
b) Discuss the challenges and opportunities in e-Publishing within the context of e-Learning.
14. a) Analyze the use of video conferencing in e-Learning and its impact on interactive learning.
OR
b) Discuss the importance of e-Content in training programs across different industries.
15. a) Evaluate the effectiveness of smart classes and their impact on the learning process.
OR
b) How does e-Commerce integrate with e-Learning, and what are the benefits of this integration?

Z-Z-Z

END