

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2022  
(Fourth Semester)

Branch – JOURNALISM & MASS COMMUNICATION

**CONTENT DEVELOPMENT**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. ----- technology provides more advanced sense of absorption and reality for users.  
(i) AR (ii) CR  
(iii) VR (iv) None of the above
2. ----- is a condition in which participants can freely explore and interact in a cyber world.  
(i) Safari (ii) Explorer (iii) Navigation (iv) Cyber Dive
3. ----- is a diagram that represents relationship between concepts.  
(i) Concept Map (ii) Concept Craft (iii) Concept Note (iv) Concept Thread
4. ----- approach is used for preparing content for e-learning course.  
(i) Two-quadrant (ii) Three-quadrant  
(iii) Four-quadrant (iv) Six-quadrant
5. In India, ----- has taken very good efforts and providing resources to promote and implement of ICT.  
(i) MHRD (ii) I & B (iii) MOS (iv) DAVP
6. Sakshat thi Sikshit' mission, an academic initiative belongs to -----.  
(i) Bihar (ii) Maharashtra  
(iii) Madhya Pradesh (iv) Gujarat
7. ----- is a Open source tool to create, edit and view text documents.  
(i) Writer (ii) Texter  
(iii) Word by Word (iv) Word Cloud
8. ----- is an Open source tool to process and listen sound.  
(i) Gimp (ii) Sound Magic (iii) Aurality (iv) Audacity
9. ----- is a new work flow for Digital Story Telling.  
(i) Mo Jo (ii) FAANG (iii) Do J (iv) E Jo
10. ICT Refers to -----.  
(i) Information Communication technologies  
(ii) Information Cause Transmitters  
(iii) Information Cross technologies  
(iv) None of the above.

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL Questions Carry EQUAL Marks (5 x 7 = 35)**

- 11 a Explain Multimedia e content development.  
**OR**  
b Write a short note on e- content tools.
- 12 a Discuss any two theories on e-learning.  
**OR**  
b What is Model? Explain it with appropriate examples.
- 13 a Differentiate between Virtual Reality and Augmentative Reality.  
**OR**  
b What are E-learning Platforms?
- 14 a Write short notes on Mobile learning.  
**OR**  
b Write short notes on blended learning.
- 15 a What do you understand by the term 'Digital natives'? Explain with appropriate examples.  
**OR**  
b Write short notes on OSL.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL Questions Carry EQUAL Marks (3 x 10 = 30)**

- 16 Explain the SCORM model in detail.
- 17 Elucidate the evolution E Learning in India.
- 18 Explain the fundamental principles of writing for the Digital Space.
- 19 Discuss the various techniques in evaluating E Content.
- 20 Explain how ICT tools will affect and alter the entire learning process today and in the future.

Z-Z-Z

END