

Exam Date & Time: 26-Sep-2020 (02:00 PM - 05:30 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

MA DEGREE EXAMINATION MAY 2020
(Fourth Semester)

Branch - JOURNALISM AND COMMUNICATION
CONTENT DEVELOPMENT [18MCP18]

Marks: 75

Duration: 210 mins.

SECTION A

Answer all the questions.

- 1) AOD stands for _____.
(i) Ad on demand
(ii) Audio on demand
(iii) Both
(iv) None (1)
- 2) Applet is a _____.
(i) Application
(ii) Hardware
(iii) Both
(iv) None (1)
- 3) _____ are learning events that combine aspects of online and face-to-face instruction.
(i) Assimilated learning
(ii) Technical learning
(iii) None
(iv) Blended learning (1)
- 4) _____ is the gap that exists between those who can afford technology and those who can't.
(i) Door Darshan
(ii) Digital divide
(iii) Both
(iv) None (1)
- 5) _____ is the desired outcome of distance education.
(i) Digital learning
(ii) Distance education
(iii) Most authentic information source
(iv) All of the above (1)
- 6) _____ are design principles that relating to comfort, efficiency and safety of users. (1)
(i) Ergonomics
(ii) Aesthetics

- (iii) Economics
- (iv) None

- 7) _____ is a network device that connects communication lines together.
- (i) Dub
 - (ii) LAN
 - (iii) Hub
 - (iv) WAN
- (1)
- 8) _____ allows for two-way interaction or exchange of information.
- (i) Media
 - (ii) Interactive Media
 - (iii) Pluralistic media
 - (iv) None of the above
- (1)
- 9) ISP stands for _____.
- (i) Indian Standard Poll
 - (ii) Indian state Police
 - (iii) Italy state Police
 - (iv) Internet Service Provider
- (1)
- 10) The international standard for addressing and sending data via the internet is _____.
- (i) Indian Press
 - (ii) Internet Protocol
 - (iii) Italy Protocol
 - (iv) None
- (1)

SECTION B

Answer all the questions.

- 11) Describe the importance of E-content packages.
- (7)
- a)
- [OR] Explain the features of various E-content tools.
- b)
- (7)
- 12) Discuss the basics of content strategy frame work.
- (7)
- a)
- [OR] Explain the fundamental principles for e-content writing.
- b)
- (7)
- 13) Illustrate the SCORM model.
- (7)
- a)
- [OR] Trace the brief history of open source learning.
- b)
- (7)
- 14) Detail the advantages of open source learning.
- (7)

- a)
[OR] Discuss how mobile phones have made learning easier among the students. (7)
b)
- 15) Enlist the salient features of CMS. (7)
- a)
[OR] Write note on digital asset management systems. (7)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Discuss the features of any three digital education tools used by the teachers. (10)
- 17) Enlist the various E-content tools that are used to design E-Content Modules. (10)
- 18) Enlist the various features of any three E-content platforms. (10)
- 19) Enumerate the advantages of video conferencing and e-Governance. (10)
- 20) Explain the significance and usage of e-content in the field of education and marketing in India. (10)

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