

Total No. of Questions :6]

SEAT No. :

P298

Oct./BE/Insem. - 616

[Total No. of Pages : 1

B.E. (Information Technology)

GAMIFICATION

(2015 Pattern) (Semester - I)

Time : 1 Hour]

[Max. Marks : 30

Instructions to the candidates:

- 1) *Answer Q1 or Q2, Q3 or Q4 and Q5 or Q6.*
- 2) *Draw neat diagrams and assume suitable data wherever necessary.*
- 3) *Figures to the right side indicates full marks.*

Q1) Explain following terms in brief :

[10]

- a) Gamification
- b) Engagement
- c) Gamification Loyalty
- d) The Ludification of Culture

OR

Q2) a) Explain in detail with example the system of rewards “SAPS”. **[6]**

b) Explain Token Economics and the Allure of Scoring with example. **[4]**

Q3) Elaborate the thoughts of Flusser and the Concepts of Communicology, Apparatus, Technical Image, and Post-History. **[10]**

OR

Q4) a) Describe Jacques Henriot’s four criteria that characterize the relationship between the player and the game identifies. **[6]**

b) Explain the triple fallacy in Gamification. **[4]**

Q5) List and explain primary elements of game mechanics. **[10]**

OR

Q6) a) Explain Counter-gamification. **[6]**

b) What is Gamocracy? **[4]**

