

Total No. of Questions : 10]

SEAT No. :

**P3111**

**[5154]- 678**

[Total No. of Pages : 2

**B.E. (Computer Engineering)**

**PROBLEM SOLVING WITH GAMIFICATION**

**(2012 Pattern) (Semester - I) (End Sem.) (Elective - II) (410445 A)**

*Time :2½ Hours]*

*[Max. Marks :70*

*Instructions to the candidates:*

- 1) Attempt question Q1 or Q2, Q3 or Q4, Q5 or Q6, Q7 or Q8, Q9 or Q10.
- 2) Assume suitable data, if necessary:

**Q1) a)** Explain the significance of the phrase “House always wins” in the context of Gamification? **[5]**

b) How Gamification could be employed to improve the efficiency of an individual. **[5]**

OR

**Q2) a)** With suitable example explain SAPS (status, access, power, stuff) **[5]**

b) What is Loyalty? How Loyalty useful to have customer engagement of Airline travel? **[5]**

**Q3) a)** Why people play games. **[2]**

b) What are the different types of players? **[8]**

OR

**Q4) a)** What is motivation? Why is it required? **[2]**

b) Explain Intrinsic and Extrinsic motivation in detail. **[8]**

**Q5) a)** How Levels and Leader boards acts as game mechanics for Designing games? **[5]**

b) How the engagement or participation of user can be increased in social Networking. **[10]**

c) What do you mean by game dynamics? **[3]**

OR

**P.T.O.**

**Q6) a)** Describe significance of following points with respect to designing of game? **[5]**

- |                       |                       |
|-----------------------|-----------------------|
| i) Experience points  | ii) Redeemable points |
| iii) Skill points     | iv) karma points      |
| v) Reputation points. |                       |

b) Describe role of Components, Mechanics and Dynamics with respect to gamification? **[10]**

c) Define Game Aesthetics in short? **[3]**

**Q7) a)** Discuss How Gamification applied to Marketing Industry for product promotion. **[10]**

b) For a game of your choice, write pseudo code to identify different levels for player activities. **[6]**

OR

**Q8) a)** Discuss How Gamification applied to Health care Industry. **[10]**

b) How engagement of user can be increased with the help of game mechanics? **[6]**

**Q9) a)** What are the facility available on mambo platform to improve e-learning and training activity? **[8]**

b) List and explain required features of any gamification tool for discussion forum? **[8]**

OR

**Q10)a)** How the customers loyalty can be increased using the feature provided by Bigdoor? **[8]**

b) List the advantage of any Gamification tool. **[8]**

