

Total No. of Questions : 10]

SEAT No. :

P2333

[Total No. of Pages : 2

[5254]-668

B.E. (Computer Engineering)

PROBLEM SOLVING WITH GAMIFICATION

(2012 Pattern)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Attempt questions Q1 or Q2, Q3or Q4, Q5or Q6, Q7or Q8, Q9 and Q10.*
- 2) *Assume Suitable data if necessary*

Q1) a) Define Engagement. List and explain relevance of series of potentially interrelated metrics that combine to form “E” (Engagement) score. [5]

b) What are the critiques of gamification? [5]

OR

Q2) a) What are intrinsic and extrinsic motivations? [5]

b) How gamification can be incorporated with respect to Music Dance?[5]

Q3) a) List and explain Game elements of Farmville. [5]

b) How Game mechanics are important for making gamification with respect to non game context? [5]

OR

Q4) a) What do you mean by choice architecture? How it support gamification with respect to non game context? [5]

b) For game designer, How badges are an excellent way to encourage social promotion of their product and services? [5]

Q5) a) What is significance of Feedback and Reinforcement? How it act as an important game mechanics? [8]

b) Describe how Pattern recognition and Collecting game mechanics can be useful for gamified system? [8]

P.T.O.

OR

- Q6)** a) With suitable diagram, describe how social engagement loop motivating emotions leads to player re-engagement. **[8]**
b) How leadership oriented challenges and opportunities acts as a mechanics for game engagement? **[8]**
- Q7)** a) What is role of level model? How levels will be awarded to player? Write simple pseudo code for creation of level table which reflect level number, name of the level and points required to award the level. **[8]**
b) Describe how foursquare uses location intelligence to build meaningful consumer experiences and business solutions. **[8]**

OR

- Q8)** a) How following game mechanics will help players to track their progress on the site? **[8]**
i) Adding Player's score and level to the side bar
ii) Adding a basic leader board
b) Describe Health Month point system to nudge players towards their GOALS. **[8]**
- Q9)** a) 'What are critical elements of online rewards program? How gamification platform will be helpful to player and publisher point of view? **[9]**
b) One of the important aspect of developing rewards program is reward editor. Draw and explain GUI for reward editor of rewards program. Mention Virtual and Tangible business rules for awards. **[9]**
- Q10)** a) A company wants to use gamification for a Social rewards project. Identify and discuss task related to design of project for achieving success using gamification. **[9]**
b) Justify importance of Analytics for loyalty and rewards program using Gamification. What is analytical support provided by Badgeville publisher module? **[9]**

