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BACHELOR OF ARTS (B.A.) – GAME ART AND DESIGN
EXAMINATION: JANUARY - 2022
FIFTH SEMESTER
Sub.: Game Design-IV (FTP Monetization Game Design (Theory) (BAGD-19-504)

Date: 20/01/2022	Total Marks: 40	Time: 2.00 pm to 4.00 pm

Instructions: All questions are compulsory.

Q. 1.   **Multiple choice questions**   **(10)**

1. Objectives of free to play games are

   a) well defined   b) quantitative   c) can be completed over the long duration without any penalties   d) all of the above

2. which of the following in game data developer should track in order to get successful free to play game?

   a) first time user experience   b) Mission and level progress   c) virtual currency   d) all of the above

3. What is freemium game?

   a) a game is free to play but players pay money to access advanced features   b) a game is paid but players get free updates for life   c) a game is free to play but has another version which is paid   d) None of the above

4. Why players make a purchase in a free to play game?

   a) to unlock new features   b) to do things faster in the game   c) To show off that they are different from other players   d) all of the above

5. Immediate satisfaction in a F2P game

   a) keeps the player interested   b) Creates bonding between player and game and they choose to play further   c) both A and B are true   d) Neither A or B are true

6. Which of the following is True for FREE TO PLAY games?

   a) they are difficult for new players to jump in   b) Require initial investment of money   c) Target specific audience which are niche to that genre   d) are never released completely

7. DAU is called

   a) Daily Active users   b) Deleted active users   c) Double activity userbase   d) None of the above

8. What guides the player on how the game should be played

   a) Space   b) Components   c) Mechanics   d) Rules

9. The helpful information or criticism that is given to someone to say what can be done to improve the game according to players need is called _____

   a) Revision   b) Brainstorming   c) Feedback   d) Prototype

10. What does playability mean?

a) Is your game consistent?

b) Is your game appropriate?

c) Is your game hard or easy?

d) Is your game fun to play?

Q. 2.   **Write short notes on. (Any two)**   **(10)**

1. Explain any 4 Monetization practices used in free to play games

2. Explain 5 Design features essential for design of a free to play games

3. Pick up a free to play game of your choice and explain 5 features present in the game that are part of monetization (features that players can spend money on)

Q. 3.   **Write the Answers of the following (Any 4)**   **(20)**

1. Explain how players are motivated to make a purchase in the game
2. Write a short note on Freemium monetization practice
3. Write a short note on Affiliate marketing strategy of monetization
4. How would you keep players play for long duration
5. State 5 differences between free to play games and paid games

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