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EXAMINATION: DECEMBER- 2023
FIFTH SEMESTER

Sub.: Game Design –IV (FTP, Monetization, Game Design (BAGD-19-504))

Date: 21/12/2023

Total Marks: 40

Time: 10.00 am to 12.00 pm

Instructions: All questions are compulsory.

Q. 1. Multiple choice questions

(10)

1. What does FTP stand for in the context of game design?
a) First-Time Player b) Free-to-Play c) Full-Time Programmer d) Fast-Track Progression
2. Which of the following is a common monetization strategy in free-to-play mobile games?
a) A one-time purchase to unlock all game content b) Watch advertisements for in-game currency c) Subscription model with monthly fees d) Charging players for every level they complete
3. In the context of game design, what does "microtransactions" refer to?
a) Mini-games within the main game b) Very large in-game purchases c) Small in-game purchases for items or currency d) Extra game levels and missions
4. What is "gacha" in the context of monetization in games?
a) A traditional card game b) A strategy for game marketing c) A mechanism for players to earn in-game currency d) A random item or character acquisition system with real-money purchases
5. Which metric is often used to measure the success of monetization strategies in free-to-play games?
a) Number of downloads b) Average session length c) Lifetime value of a player (LTV) d) The number of levels completed
6. What are "whales" in the context of monetization in games?
a) Large marine mammals that occasionally appear in games. b) Extremely skilled players who dominate leaderboards. c) Players who make significant in-game purchases and contribute disproportionately to revenue. d) A rare type of in-game currency.
7. In-game purchases of cosmetic items, such as skins and outfits for characters, are an example of which monetization strategy?
a) Subscription model b) Microtransactions c) Loot boxes d) In-app advertisements
8. What is one of the common monetization strategies in F2P mobile games?
a) Charging a one-time fee to access the entire game. b) Offering a subscription model with monthly fees. c) Displaying advertisements to players. d) Allowing players to make in-app purchases for various in-game items.
9. What is the primary purpose of playtesting in game design?
a) To ensure the game is bug-free b) To gather player feedback and refine the game c) To design character models d) To determine the game's system requirements

10. There are several ways to monetize an FTP game what are they?
- a) In-app purchases
 - b) Advertising
 - c) Crowdfunding
 - d) all of them

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

1. Describe the advantages and disadvantages of using advertisements as a monetization strategy in free-to-play games
2. What ethical concerns are associated with aggressive monetization practices in free-to-play games, and how can game designers address them?
3. Discuss the balance between monetization and player experience in game design.

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

1. Discuss the impact of free-to-play and microtransactions on the gaming industry, including both positive and negative aspects.
 2. Select a popular free-to-play game, analyze its monetization strategies, and evaluate their effectiveness and impact on player experience.
 3. Analyze the impact of various monetization strategies on the gaming industry, including the evolution of business models and their effects on game development and player behavior.
 4. Explain the concept of "freemium" games and provide an example of a well-known freemium game.
 5. Describe the ethical considerations associated with monetization strategies in games, particularly those targeting children.
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