

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF SCIENCE (B.Sc.) GAME ART AND DESIGN**  
**BACHELOR OF ARTS (B.A.) GAME ART AND DESIGN**  
**EXAMINATION: MAY- 2025**  
**FIFTH SEMESTER**

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

**Date: 7/05/2025**

**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 "balance" in game design mean?  
a) Equal difficulty across all levels      b) A fair and enjoyable experience for players      c) A focus on character movement      d) Matching graphics to gameplay
2. What is the term for guiding players through the game without direct instructions?  
a) Linear design      b) Non-linear design      c) Environmental storytelling      d) Procedural generation
3. Which tool is commonly used for prototyping game ideas?  
a) Unity      b) Unreal Engine      c) Paper sketches      d) Blender
4. What is a game mechanic?  
a) A visual component of the game      b) Rules or methods for player interaction with the game      c) A technical bug      d) The background story of a game
5. Which of the following is the primary focus of game design?  
a) Game marketing      b) Player experience      c) Game programming      d) Revenue generation
6. What type of FTP access is often used to share gaming assets publicly without authentication?  
a) Anonymous FTP      b) Private FTP      c) Secure FTP      d) Open FTP
7. In a game using FTP for multiplayer sync, which mode ensures encrypted data transfer?  
a) FTP Standard      b) FTP Secure (FTPS)      c) Anonymous FTP      d) TFTP
8. What does "whale" refer to in game monetization?  
a) A game developer      b) A player who spends a lot of money on in-game purchases      c) A game with high retention rates      d) A free-to-play game
9. Which platform is known for its 30% cut on game monetization revenues?  
a) Steam      b) Apple App Store      c) Epic Games Store      d) Google Play Store
10. Which term describes in-game purchases like weapons or skins?  
a) Subscriptions      b) Microtransactions      c) Premium features      d) DLCs

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

**(10)**

1. What is the significance of user analytics in game monetization?
2. How does passive mode in FTP help when transferring game files across firewalls?
3. What role does feedback play in game mechanics?

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

**(20)**

1. Describe how you would use environmental storytelling in designing a post-apocalyptic adventure game.
  2. Design a simple game mechanic for a 2D platformer game where players must avoid obstacles and collect coins. Include rules, objectives, and feedback mechanisms.
  3. Design a monetization plan for a free-to-play multiplayer game. Include the following:
    - In-game purchases
    - Ad integration
    - Optional subscription
  4. Your game has a declining revenue stream despite a high number of daily active users. Suggest three monetization strategies to improve revenue and justify each
  5. In modern game design how can developers balance creating engaging open world experience while avoiding common pitfall like player fatigue, overwhelming complexity, or lack of narrative cohesion?
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