

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2010

VC 1812 / 2904 - INFORMATION COMMUNICATION TECHNOLOGY

Date & Time: 27/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART- A

Answer the following in about 50 words each.

10 × 2 = 20

1. Explain the term “technology”.
2. Define communication.
3. Explain the relevance of ICT.
4. What is media convergence?
5. What is GPRS?
6. Briefly explain the Aristotle’s model of communication.
7. Explain the Internet search engines.
8. How does E-mail work?
9. What is the role of technology in the acquisition of knowledge?
10. What is digital divide?

PART- B

Answer any FIVE questions in about 200 words each.

5 × 8 = 40

11. Explain digitalization and its impact.
12. Write down the main communication channels.
13. Elucidate the different types of communication technology.
14. Comment on information transfer cycle.
15. Explain online information retrieval with examples.
16. Write about information storage devices.
17. Clarify pull and push technology with illustrations.
18. Explain web 2.0 technology.

PART- C

Answer the questions in about 400 words each.

2 × 20 = 40

19. a. Discuss the barriers to communication with examples.

Or

b. Describe the database management system in detail.

20. a. Elaborate the role of new media with illustrations.

Or

b. What is e-governance? What is e-learning? Explain with examples.
