



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2014

VC 2816 - MEDIA TECHNOLOGIES

Date : 03/04/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

I. Answer ALL the questions in about 50 words each

10 x 2 =20

1. SMCR
2. Information Society
3. CD ROM
4. DBMS
5. Pro Quest
6. PPC
7. Social Media
8. MAN
9. e-Seva
10. Cyberspace

PART B

II. Answer any FIVE questions in about 200 words each

5 x 8 =40

11. Discuss the barriers in Interpersonal Communication.
12. Describe the characteristics of Information.
13. Illustrate and explain the Information Transfer Cycle.
14. Explain the concept of Online Information Retrieval in detail.
15. Discuss Digital Divide in the Indian context.
16. List out the drawbacks in implementing the e-Governance policies in Tamil Nadu.
17. Elaborate B2C mode in detail. Give examples.

PART C

III. Answer any TWO questions in about 400 words each

2 x 20 =40

18. Critically evaluate the functioning of IRCTC in India.
19. Discuss the features the latest new media technologies.
20. Explain the strategies involved in Social Media Marketing.
21. How ICT has transformed our individual communication behavior.
