



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2015

VC 2816 - MEDIA TECHNOLOGIES

Date : 21/04/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART - A

I. Answer ALL the questions

10x2=20

1. Information
2. Semantic barrier
3. FDMA
4. Diffusion
5. ROM
6. Domain
7. Hertz
8. Geocentric orbit
9. Digitisation
10. Wi-Fi

PART - B

II. Answer any FIVE questions from the following in not exceeding 250 words

5x8=40

11. Brief the relay in Satellite Communication system.
12. Differentiate the storage mechanism of CD and DVD.
13. Enumerate the types of cables.
14. Describe the mechanism of ISD calls.
15. Brief the adoption process of innovation.
16. Enlist the various resources of information in India.
17. What is information transfer cycle? Enlist its uses.
18. "Search engine optimisation is essential for quick retrieval of information"-Brief.

PART - C

III. Answer any TWO questions from the following in not exceeding 500 words

2x20=40

19. Explain the emerging trends in information transfer.
20. Write an essay on the process of Radio Communication system.
21. "Innovation diffusion process is essential for development"-Elucidate.
22. Explain the concept of Data Base Management System.
