



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2016

VC 2816 - MEDIA TECHNOLOGIES

Date: 22-04-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the following questions in not exceeding 50 words each **10x2=20**

1. Optical fiber cable
2. Band allocation
3. MAN
4. Cloud computing
5. Cache memory
6. Aadhar card
7. E-marketing
8. DTH
9. MIS
10. Information flow

PART-B

Answer ANY FIVE questions in about 200 words each **5X8=40**

11. Describe the features of .exe files.
12. Enlist the difference between analog and digital information.
13. Demonstrate the role of carrier waves in radio broadcasting with suitable diagram.
14. Describe the mechanism of LCD display.
15. What is the difference between PROM and EPROM? Describe.
16. What is password protection?
17. Describe the FTP mechanism.
18. How does URL functions? Describe.

PART-C

Answer ANY TWO questions in about 400 words each **2 x 20 = 40**

19. Explain the characteristics of information flow.
20. Explain the Gerbner model of communication.
21. Write an essay on the role of ICT in social network.
22. Explain the latest E-Governance policy of Modi's government in India.
