LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2023

PVC 1502 – MEDIA TECHNOLOGIES

Date: 02-05-2023   Dept. No.   Max. : 100 Marks
Time: 09:00 AM - 12:00 NOON

PART – A

Briefly answers **ALL** the following questions in about 50 words each.   **(10 X 2 = 20)**

1. Telecast Technology.
2. Databases and Information Retrieval.
3. Cloud Computing.
4. Information Transfer Cycle.
5. Optical Storage Devices.
6. Video and Image Processing.
7. Communication Channels.
8. Storage and Retrieval Mechanism.
9. Information Security.
10. Modulation and Demodulation.

PART – B

Answer **ANY FIVE** of the following in about 200 words each.   **(5 X 8 = 40)**

11. Discuss the communication models and their relevance in contemporary society.
12. What are the types of broadcast technologies? and how do they impact communication practices?
13. Explain the types of database management systems and their impact on information management practices today.
14. How do the types of display technology affect visual communication? Elaborate
15. What is e-governance? How does it contribute to improving the relationship between governments and citizens?
16. What are the different types of broadcast modulation? And how they impact signal transmission.
17. Explain the concept of e-marketing, and how it differs from traditional marketing practices.
18. What are the different audio file formats, and how do they impact audio compression and source encoding?

PART – C

Write essay on **ANY TWO** of the following in about 400 words each.   **(2 X 20 = 40)**

19. Describe the patterns of information flow in organizations, and analyze how they impact communication practices. Illustrate with relevant examples.
20. Elaborate on the types of cybercrime, and the measures that organizations can take to prevent them. Illustrate with relevant examples.
21. What are the different information diffusion patterns, and how are they relevant in modern communication practices? Explain with relevant case studies.

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