

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIRST SEMESTER – NOVEMBER 2009**

**VC 1812 - INFORMATION COMMUNICATION TECHNOLOGY**

Date & Time: 06/11/2009 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Answer the following in about 50 words each.**

(10×2=20)

1. Interpret the information superhighway.
2. Write down the types of media.
3. What is WWW?
4. What is Bluetooth?
5. How does 3D Optical data storage system function?
6. Explain the function of infrared light.
7. Expand GPRS, MPEG and DBMS.
8. Define Information Flow.
9. What is streaming media?
10. Explain digital television.

**PART – B**

**Answer any FIVE questions in about 200 words.**

(5×8=40)

11. Compare and contrast Broadcasting and Pod casting.
12. Comment on information transfer cycle.
13. Explain pull and push technology with examples.
14. Explain online information retrieval with examples.
15. Write down any two communication models.
16. What are the barriers to communication?
17. Describe the significance of Web 2.0.
18. Explain the important features of cellular technology.

**PART- C**

**Answer the questions in about 500 words each.**

(2×20=40)

19. a. Map the Internet communication tools and explain with illustrations.

**Or**

- b. Discuss in detail the emerging trends in information transfer.

20. a. Elucidate the database management system.

**Or**

- b. Discuss what is meant by digital divide, the types and the ways to eliminate them.

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