



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

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

**FIRST SEMESTER – NOVEMBER 2016**

**16PVC1MC02 - MEDIA TECHNOLOGIES**

Date: 04-11-2016  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART-A**

**Answer ALL the following questions in about 50 words each**

**10 x2 = 20**

1. Noise.
2. Feedback.
3. Wave length.
4. Frequency.
5. PAL.
6. NTSC.
7. Transmission.
8. Multiplexing
9. Geocentric orbit.
10. Encryption.

**PART-B**

**Answer any FIVE of the following in about 200 words each**

**5 x 8 = 40**

11. Explain the modulation techniques in radio broadcasting.
12. Describe the digitization process in audio recording.
13. Differentiate between .mpeg4 and .avi file formats.
14. Write about the process of e-publishing.
15. Describe the method of webhosting.
16. List the features in 4G LTE technology.
17. Explain about the spyware program.

**PART - C**

**Answer any TWO of the following in about 400 words each**

**2 x 20 = 40**

18. Explain digital radio mondiale (DRM) in India.
19. Discuss the impact of social media network among teens in Tamilnadu.
20. Explain the technology of television broadcasting .
21. Elaborate on cloud technology.

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