



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – NOVEMBER 2016

VC 2816 - MEDIA TECHNOLOGIES

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

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the questions in about 50 words each

10 x 2 =20

1. Noise.
2. Laggards.
3. Decoding.
4. Compression.
5. Uplink.
6. Satellite.
7. Ku band.
8. Terrestrial communication
9. Relay towers.
10. FAT system.

PART – B

Answer any FIVE questions in about 200 words each

5 x 8 = 40

11. Describe the characteristics of information flow.
12. Discuss the facets of Gerbner's model of communication.
13. Describe the process of data storage mechanism.
14. Explain the factors that create digital divide.
15. Write about any two audio file formats and their features.
16. Describe cloud computing.
17. Elaborate firewall system.

PART – C

Answer any TWO questions in about 400 words each

2 x 20 = 40

18. Discuss the e-governance policy of India.
19. Write about McLuhan's Global Village and our contemporary society.
20. ICT determines the development of a nation.-Discuss.
21. What are the various display technologies? Explain with examples.
