LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – **APRIL 2022**

PVC 1502 – MEDIA TECHNOLOGIES

Date: 16-06-2022   Dept. No.   Max. :100 Marks
Time: 01:00-04:00

PART A

ANSWER ALL QUESTIONS BRIEFLY: **(3x10=30 MARKS)**

1. University 4.0 Model with diagramme
2. Two examples of intrusive biological data
3. What are disruptive Trojan Horses?
4. List any two BCI applications available commercially
5. Define Risk Intelligence
6. What is UI Persona?
7. Why is Spotify popular?
8. Define Digital DNA
9. What is Learning 2.0?
10. What is Fuel Industry 4.0?

PART B

ANSWER ANY FIVE QUESTIONS IN ABOUT ONE PAGE EACH: (5x8=40 MARKS)

11. Can you run an FM Station from your mobile phone? Explain.
12. Outline the OTT Production Pipeline with the diagramme.
13. Do the laws of Kranzberg apply to Media Technologies as well? Opine.
14. How will Python benefit you as a Media Professional? List 5 uses.
15. How are media companies incorporating BCIs and HCIs into their business methods?
16. What is Location Intelligence? How do advertisers and marketers use it?
17. What is Technological Determinism? Explain with examples.

PART C

ANSWER ANY TWO QUESTIONS IN DETAIL   **(2x15=30 MARKS)**

18. Review the book, "The Four", and explain the importance of the four companies for the future.
19. What is Advertising Analytics? Explain how advertisers use various methods to analyze human reactions.
20. Outline the University 4.0 Model and suggest from the student point of view, how universities and colleges must adapt to the future.
21. What are Disruptive Innovations and how have they shaped human history?

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