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(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
APRIL 2025**

Common Course

A14—EVOLUTION OF MEDIA TECHNOLOGY

(2021 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*All questions can be answered.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. Explain the role of planography in printing.
2. Describe the screen printing process.
3. Describe the DTH broadcasting process.
4. Explain the difference between thermography and other printing processes.
5. Explain the role of gravure in printing.
6. Explain the role of Vladimir Zworykin in television broadcasting.
7. Describe the principles of terrestrial broadcasting.
8. Explain the differences between podcasts and traditional radio broadcasting.
9. Describe the engraving process.
10. Describe digital printing and its benefits.
11. Describe the process of creating and editing MoJo content.
12. Describe the impact of communication technology on the process of communication.
13. Explain the role of relief printing in printing history.
14. Define IPTV and its advantages.
15. Describe the impact of live streaming on modern broadcasting.

Turn over

Section B (Paragraph/Problem Type)

All questions can be answered.

Each question carries 5 marks.

(Ceiling 35 marks)

16. What are the common applications of flexography ?
17. Define reprographics and its significance.
18. Explain the role of social media in sharing AV content.
19. Define live streaming and its significance.
20. Describe the impact of satellite broadcasting on global communication.
21. Describe the evolution of recording formats and their impact on the music industry.
22. What are the common applications of offset lithography ?
23. Explain the role of reprographics in printing.

Section C (Essay Type)

*Answer any **two** of the following questions.*

Each question carries 10 marks.

24. Analyze the influence of MoJo on traditional journalism. Discuss the benefits and challenges of incorporating MoJo into newsrooms and the implications for journalistic practice.
25. Describe the evolution of printing technology from movable types to digital printing. Analyse the key developments and innovations that have shaped the printing industry over time.
26. Discuss the evolution of recording formats from films to digital storage devices. Analyse the key developments and innovations that have shaped the recording industry.
27. Explain the significance of the development of television broadcasting in the broader context of communication technology. Discuss the key ways in which these developments have influenced the evolution of modern communication technologies.

(2 × 10 = 20 marks)