

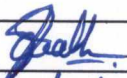
 THE NORTHCAP UNIVERSITY	Question Paper for Minor Test	Review Date: 19/02/2025
	Centre for Media & Entertainment	Semester: 4 (EVEN) Session: Jan-May 2025
	Programme: Bsc Sound Engineering Course Name: Media Technology Course Code: MSL102	Maximum Marks: 50 Duration: 90 mins
		Sheet No. 1
Note: Marks are indicated against the questions.		

PART A (15 Marks)*Answer any 5 from the below*

CO3	Q1. What is media technology, and why is it useful?	(3 marks)
CO4	Q2. How has the media changed from the past to now?	(3 marks)
CO2	Q3. Your friend watches TV and listens to the radio at the same time. How is this an example of media convergence?	(3 marks)
CO3	Q4. If social media did not exist, how would businesses advertise their products?	(3 marks)
CO1	Q5. Think about a website you like. What makes it easy to use?	(3 marks)
CO4	Q6. Why is media literacy important?	(3 marks)

PART B (25 Marks)*Answer any 5 from the below*

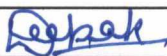
CO4	Q1. How do coding and algorithms help create digital content?	(5 marks)
CO3	Q2. Imagine a world without the internet. How would entertainment and communication be different?	(5 marks)
CO1	Q3. You have a recording studio. What steps would you follow to make a podcast sound professional?	(5 marks)
CO2	Q4. How do photography and videography help in media production?	(5 marks)
CO3	Q5. A company wants to promote its new song. What internet platforms should they use, and why?	(5 marks)
CO4	Q6. How do memes and viral videos impact the way people get news and information today? Provide examples.	(5 marks)

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PART C (10 Marks)*Answer any 1 from the below*

CO1	Q1. Design a simple step-by-step guide to help beginners record clear audio at home.	(10 marks)
CO3	Q2. Pick a media platform (like YouTube or Spotify) and suggest three improvements to make it better for users.	(10 marks)

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