

**POST GRADUATE DIPLOMA IN DISTANCE
EDUCATION**

00592

Term-End Examination

June, 2013

**ES-318 : COMMUNICATION TECHNOLOGY FOR
DISTANCE EDUCATION**

Time : 3 hours

Maximum Weightage : 75%

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- Note :*
- (i) *Attempt all the three questions.*
 - (ii) *All the questions carry equal weightage.*
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1. Answer **any one** of the following in about **1200** words each :
 - (a) Analyse the growth of communication technology in general, and with specific focus on your country. What problems do you visualise in the spread of communication technology to the masses ?
 - (b) Give a brief account of the futuristic developments of communication technology generally, and with specific reference to your country . Which of these technologies will sustain in your country and why ?

2. Answer *any four* of the following in about **300** words each :
- (a) Distinguish between **group communication** and **mass communication** with the help of suitable examples.
 - (b) Contrast the educational potential of **television broadcasts** and **video cassettes**.
 - (c) Write the strengths and limitations of **radio** as an educational medium.
 - (d) Describe the systems approach to **audio-video** production.
 - (e) Enumerate the major steps in writing scripts for **educational audio and video** programmes.
3. Answer *any one* question in about **1200** words :
- (a) Describe computer as an educational aid. Can distance education be solely offered through the use of computer ?
 - (b) Describe various types of **internet services** generally, and as available in your country. Critically analyse the implications of **internet** for distance education.
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