

**MASTER OF ARTS (EDUCATION)/  
POST GRADUATE DIPLOMA IN  
EDUCATIONAL TECHNOLOGY**

**Term-End Examination**

**June, 2015**

**MES-032 : COMMUNICATION AND  
INFORMATION TECHNOLOGY**

*Time : 3 hours*

*Maximum Weightage : 70%*

*Note : (i) All the questions are compulsory.*

*(ii) All the questions carry equal weightage.*

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1. Answer the following question in about 600 words.

Explain the concept of "interactivity". Discuss various media which can be used to facilitate interactivity in the teaching-learning process.

**OR**

What is 'computer mediated instruction' ? Discuss various means of providing computer mediated instruction.

2. Answer the following question in about 600 words.

What are the strengths and weaknesses of audio medium ? Describe the stages involved in the production of audio programmes.

**OR**

What is meant by appropriate technology ?  
Discuss the factors that determine the selection of appropriate technology.

3. Answer **any four** of the following questions in about **150** words each.

- (a) Discuss briefly communication skills required for effective educational communication.
- (b) What is teleconferencing ? Mention its advantages and disadvantages.
- (c) Discuss briefly the functions of communication.
- (d) Describe various presentation formats for video programmes with examples.
- (e) Explain, with an example, how media-mix can be optimised.
- (f) What are the emerging trends in broadcasting ?

4. Answer the following question in about **600** words.

Suppose you are asked to develop self-learning print material on a topic of your choice. Discuss the steps that you would follow while developing self-learning material.

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