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THE UNIVERSITY OF THE WEST INDIES

Semester I Semester II Supplemental/Summer School

Examinations of December /April/May /July 2012

Originating Campus: Cave Hill Mona St. Augustine

Mode: On Campus By Distance

Course Code and Title: **LIBS2701- AUDIOVISUAL INFORMATION WORK I**

Date: **Wednesday, December 19, 2012** Time: **1:00 – 3:00 p.m.**

Duration: **2 Hours**

Paper No:

Materials required:

Answer booklet: Normal Special Not required

Calculator: Programmable Non Programmable
(where applicable)

Multiple Choice answer sheets: numerical alphabetical 1-20 1-100

Auxiliary/Other material(s) – Please specify:

Candidates are permitted to bring the following items to their desks:

Instructions to Candidates: This paper has 7 pages & 24 questions.

Candidates are reminded that the examiners shall take into account the proper use of the English Language in determining the mark for each response.

**ANSWER ALL QUESTIONS ON THE SPACE PROVIDED ON THE
QUESTION PAPER.**

1. Define the term 'audiovisual media'. (1 mark)

2. Explain briefly **THREE (3)** functions of an audiovisual media centre librarian. (3 marks)

i _____

ii _____

iii _____

3. List **SIX (6)** factors that an audiovisual media centre librarian must consider when developing a material selection policy. (3 marks)

i _____

ii _____

iii _____

iv _____

v _____

vi _____

4. Explain **THREE (3)** types of slides that should be included when designing an electronic presentation. (3 marks)

i _____

ii _____

iii _____

5. Make brief notes on **THREE (3) visual effects considerations** when making an electronic presentation. (3 marks)

i _____

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ii _____

iii _____

6. State **TWO (2)** advantages and **TWO (2)** disadvantages of the World Wide Web.
(4 marks)

Advantages _____

Disadvantages _____

7. Give **THREE (3)** reasons why the World Wide Web is attractive to the general user.
(3 marks)

i _____

ii _____

iii _____

8. State the protocol responsible for packaging information being sent on the Internet and what is included in each packet. (4 marks)

9. Name the individual responsible for the birth of the World Wide Web. (1 mark)

10. List the **FOUR (4)** basic pairs of HTML Tags which you would expect all HTML documents to have. (2 marks)

11. (a) What is a navigational map? (1 mark)

(b) Explain **THREE (3)** types of organizational structures associated with navigational maps. (3 marks)

i _____

ii _____

iii _____

12. Distinguish between GIF and PNG. (3 marks)

GIF _____

PNG _____

13. Explain the process called 'dithering' and give one disadvantage of this. (3 marks)

14. State **TWO (2)** advantages of *interlaced* images on the web. (2 marks)

15. What is *psychoacoustics* and explain its theory. (3 marks)

16. Explain the reason for the popularity of the MP3 audio format. (1 mark)

17. Make short notes on **THREE (3)** audio formats other than the standard developed by the Motion Picture Expert Group. (3 marks)

i

ii

iii

18. State any **THREE (3)** criteria that you would use to select maps. (3 marks)

i

ii

iii

19. What is a GIS and what are two uses for it? (3 marks)

20. Make **Five (5)** recommendations for the proper care of photographs. (5 marks)

i _____

ii _____

iii _____

iv _____

v _____

21. Make notes on **FIVE (5)** ways to care for an audiotape collection. (5 marks)

i _____

ii _____

iii _____

iv _____

v _____

22. What are **THREE (3)** management concerns of putting CDs/DVDs in your library's collection? (3 marks)

23. a. Give **TWO (2)** differences between the physical characteristics of the DVD and the CD. (1 mark)

b. Explain how information is organized on both discs. (2 marks)

24. List and explain **FOUR (4)** competencies that an audiovisual librarian must possess. (3 marks)

i _____

ii _____

iii _____

iv _____

END OF PAPER