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
   (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)

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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)

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

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

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

i

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ii

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iii

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iv

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END OF PAPER