Reg. No ....   Name ....

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : **16U6CRBBA23 : MULTIMEDIA**
(Common for Regular 2017 Admission & Supplementary 2016 Admission)

Time : Three Hours   Max. Marks: 75

Section A
Answer All the following (1 marks each)

1.   List any two web browsing software.
2.   What is mean by compression?
3.   What is a WAVE (Resource Interchange File Format Waveform) file format?
4.   What is contrast blending mode?
5.   What is mean by production in 2D animation?
6.   What is spoken word?

(1 x 6 = 6)

Section B
Answer any 7 (2 marks each)

7.   Explain the characteristics of multimedia.
8.   What is mean by linear and non-linear type of multimedia?
9.   What is a GIF (Graphics Interchange Format) file format?
10.   What is an AVI (Audio/Video Interleave) file format?
11.   What is window boxing display?
12.   What is mean by hue?
13.   Describe about the traditional animation process.
14.   Describe the animation principle associated with the exaggeration
15.   Explain Key frame animation?
16.   Describe the different steps involved in path animation

(2 x 7 = 14)

Section C
Answer any 5 (5 marks each)

17.   Explain the multimedia elements: audio and video
18.   How the multimedia is delivered?
19.   Explain any three video file format.
20.   What is mean by subtractive mixing in CMY color system?
21.   Differentiate lighten and darken blending mode.
22.   Explain the 2D Animation process.
23.   Discuss the animation principle associated with secondary action, exaggeration, solid drawing
24.   Explain the importance of action scripts in animation? Give the examples

(5 x 5 = 25)

Section D
Answer any 2 (15 marks each)

25. Explain any six multimedia applications

26. What is mean by file format? Explain any five video file format.

27. Explain CMY color model with necessary diagrams

28. Explain the types of 2D animation?

(15 x 2 = 30)