

B. B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2019**SEMESTER – 6 : INTEGRATED MARKETING AND NEW MEDIA (CORE COURSE)****COURSE: 16U6CRBBA23: MULTIMEDIA***(For Regular - 2016 Admission)*

Time: Three Hours

Max. Marks: 75

SECTION AAnswer **any six** of the following. One marks each.

1. Explain about interactive TV.
2. What is mean by nonlinear type of multimedia?
3. What is a SWF (Originally Shock Wave Flash, now means Small Web Format) file format?
4. How white color is generated in RGB model?
5. Define animation.
6. What is mean by streaming Media? (1 x 6 = 6)

SECTION BAnswer **any seven** of the following. Two marks each.

7. Which are the capturing devices for multimedia?
8. Differentiate web based and CD based delivering of multimedia?
9. What is a WMA - Windows Media Audio file format?
10. List the RTP entities.
11. What is mean by contrast?
12. What is mean by saturation?
13. What is mean by pre-production in 2D animation?
14. Describe the animation principle associated with the timing.
15. What are the advantages of streaming media?
16. What are the voice elements in an animation? (2 x 7 = 14)

SECTION CAnswer **any five** of the following. Five marks each.

17. Explain the multimedia elements: text and image.
18. Differentiate between the hypertext and the hypermedia
19. Explain any three audio file format.
20. What is mean by additive mixing in RGB color system?
21. Explain about the 4:3 (standard TV) and the 16:9 (high definition TV) aspect ratios.
22. Describe the various characteristics of 2D Animation.

- 23. Discuss the animation principle associated with squash, stretch, staging.
- 24. Describe the different steps involved in key frame animation.

(5 x 5 = 25)

SECTION D

Answer **any two** of the following. Fifteen marks each.

- 25. Describe the components of multimedia systems.
- 26. What is mean by file format? Explain any five image file format.
- 27. What is mean by blending? Describe major blending modes available for image editing.
- 28. What do you mean by 2D and 3D Animation? Describe the various characteristics of 2D Animation.

(15 x 2 = 30)
