

**B B A DEGREE END SEMESTER EXAMINATION - APRIL 2021****SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 16U6CRBBA23 : MULTIMEDIA***(For Regular - 2018 Admission & Supplementary 2016/2017 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A****Answer All (1 mark each)**

1. Which are the input devices used to create a text file?
2. What is mean by lossless compression?
3. What is a TIFF (Tagged Image File Format) file format?
4. Define saturation.
5. Why post-production is required in 2D animation?
6. What are the protocols used by streaming media?

**(1 x 6 = 6)****PART B****Answer any 7 (2 marks each)**

7. What is a hypertext?
8. Explain the importance of communication networks in multimedia applications.
9. Explain the importance of network layer in OSI reference model
10. What is RTP and RTCP?
11. Give the importance of layers in the image editing
12. What is mean by opacity between two layers in an image?
13. What is FLA?
14. Differentiate between the 2D animation and the 3D animation.
15. What are the challenges of streaming media?
16. Describe the different steps involved in shape animation

**(2 x 7 = 14)****PART C****Answer any 5 (5 marks each)**

17. Describe about the desirable features of multimedia
18. Explain any two multimedia element.
19. Explain any two video file format and an audio file format.
20. Explain the window boxing, letter boxing, pillar boxing displays.
21. Explain the Lighten and Darken blending mode.
22. Describe any one authoring tool used in 2D animation
23. Discuss the animation principle associated with anticipation, straight ahead action, follow through and overlapping action.
24. Describe the different steps involved to implement timeline in an animation

**(5 x 5 = 25)****PART D****Answer any 2 (15 marks each)**

25. Explain about the multimedia systems
26. Explain the seven layers in OSI reference model of communication.
27. What is aspect ratio? Describe major type of aspect ratio of a video and how they are associated with the different display screen size?
28. Explain the concept of 2D Animation.

**(15 x 2 = 30)**