

Reg. No .....

Name .....

22U364

**BBA DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**  
**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA (COMPLEMENTARY)**  
**COURSE : 19U3CPBBA3 : MULTIMEDIA**

*(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. Define animation.
2. Define contrast.
3. What is mean by nonlinear type of multimedia?
4. List any two image file format.
5. Give any two text inputting device.
6. What is a TIFF (Tagged Image File Format) file format?
7. What is Streaming media?
8. What is a PDF (Portable Document Format) file format?

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. What is mean by Image file's and give 2 examples.
10. what is Raster & Vector images?
11. How the images are captured?
12. What are the advantages of streaming media?
13. What is mean by animation? Describe the concept of pre-production in 2D animation.
14. What is a MIDI (Musical Instrument Digital Interface) file format?
15. What is mean by compression of multimedia elements?
16. Describe lighten blending mode

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. Explain the applications of multimedia in Video conferencing.
18. Explain shortly Adobe Animation CC tools and panels.
19. Explain the applications of multimedia in Games.
20. What is mean by additive mixing in RGB color system?
21. Discuss key frame animation and shape animation
22. Explain the technologies used in input and output devices to implement multimedia communication

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Write an essay on image editing tools
24. Explain symmetrical & asymmetrical balance in a design. Draw these two balancing principle and explain.
25. What is pixel, action script, key frame animation and path animation?
26. Write an essay on multimedia system integration

**(10 x 2 = 20)**