

Reg. No

Name

23U374

B B A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023

SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U3CPBBA3 : MULTIMEDIA

(For Regular - 2022 Admission and Improvement/Supplementary - 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. List any two elements in multimedia.
2. Define animation.
3. What is lighten blending mode?
4. How image scanner works?
5. What is P2P sharing?
6. Define hypertext.
7. What is inversion blending mode?
8. Explain the importance of transport layer in OSI reference model.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Describe about the stop motion animation process.
10. Define multimedia.
11. What are the challenges of streaming media?
12. How do you make a selection in the shape of a rectangle in Photoshop?
13. How gray scale is generated in CMY model?
14. Explain the importance of presentation layer in OSI reference model.
15. What is a DOC/DOCX file format?
16. Which are the capturing devices for multimedia?

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain new document window in a photoshop.
18. Explain the applications of multimedia in Interactive TV.
19. Describe the different steps involved to implement timeline in an animation.
20. Describe any one authoring tool used in 2D animation.
21. Differentiate lighten and darken blending mode.
22. Explain the applications of multimedia in Games.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Write an essay on principles of design and discuss any 6 principles.
24. Write an essay on the importance of audio in animation and discuss any 4 animated movies.
25. What is mean by blending? Describe major blending modes available for image editing.
26. Explain any six multimedia applications.

(10 x 2 = 20)