

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U3CPBBA3 : MULTIMEDIA***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. What is mean by multimedia?
2. What is P2P sharing?
3. Mention any two application of 3D animation.
4. What is a WAVE (Resource Interchange File Format Waveform) file format?
5. What is mean by gray scale in RGB model?
6. What is lighten blending mode?
7. What is a TIFF (Tagged Image File Format) file format?
8. What is a GIF?

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Explain Key frame animation?
10. List any four image file format.
11. What is a RTF (Rich Text Format) file format?
12. Which are the output devices for an image?
13. What is a BMP (Bit Mapped Picture) file format?
14. List the key issues for multimedia systems.
15. How gray scale is generated in CMY model?
16. Describe the animation principle associated with the straight ahead action and pose to pose animation.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Explain the importance of action scripts in animation? Give the examples
18. Explain any three video file format.
19. What is mean by additive mixing in RGB color system?
20. Differentiate between the hypertext and the hypermedia
21. Explain the applications of multimedia in Virtual reality
22. Describe any one authoring tool used in 2D animation

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Explain about the multimedia systems.
24. Discuss the role of streaming media in multimedia technology.
25. Write an essay on image editing tools.
26. Write an essay on principles of design and discuss any 6 principles.

(10 x 2 = 20)