B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025
SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U3CPBBA3 : MULTIMEDIA
For Improvement/Supplementary 2023/ 2022/2021/2020 Admissions)

Time : Three Hours   Max. Marks: 60

PART A
Answer All (1 mark each)

1. How black color is generated in CMY model?
2. What is action script?
3. How image scanner works?
4. What is mean by animation?
5. What is a zip file format?
6. What is FLV?
7. Which tool is used to add text to an image in Photoshop?
8. What is mean by virtual reality?

(1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. What is an AVI (Audio/Video Interleave) file format?
10. What is a HTML (Hypertext Markup Language) file format?
11. What is mean by linear and non-linear type of multimedia?
12. Differentiate SDTV and HDTV.
13. What is mean by animation? Describe the concept of pre-production in 2D animation.
14. How do you create a new layer in Photoshop?
15. Describe the different steps involved in path animation.
16. How hypermedia is different from hypertext?

(2 x 6 = 12)

PART C
Answer any 4 (5 marks each)

17. Explain the Lighten and Darken blending mode.
18. Describe the different steps involved to implement timeline in an animation.
19. Discuss the animation principle associated with squash, stretch, staging.
20. Explain any three audio file format.
21. Explain the challenges and the key issues in multimedia.
22. How the multimedia is delivered?

(5 x 4 = 20)

PART D
Answer any 2 (10 marks each)

23. Write an essay on multimedia application.
24. What is mean by blending? Describe major blending modes available for image editing.

25. Discuss the role of streaming media in multimedia technology.

26. Explain communication and role of multimedia in visual communication.

(10 x 2 = 20)