B.A. Multimedia

BMM 1C 02—INTRODUCTION TO MULTIMEDIA

(2019 Admissions)

Time : Two Hours   Maximum : 60 Marks

Section A

Answer at least eight questions.
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 24.

1. VGA.

2. Vector graphics.

3. Pixel.

4. Mp3.

5. PDF.

6. Bit mapped images.

7. HTML.

8. Scripting language.

9. WWW.

10. Dream weaver.

11. Image enhancing.

12. Twinning.

(8 × 3 = 24 marks)

Turn over

Answer at least **five** *questions.*
Each question carries 5 marks.
All questions can be attended.
Overall Ceiling 25.

13. What are the features of hypermedia ?

14. What are the elements of multimedia ?

15. Distinguish between vector and raster graphics.

16. Discuss about the different data compression schemes.

17. Explain in detail about image authoring.

18. Discuss about the different video file formats used in multimedia.

19. Explain in detail the various communication protocols used in multimedia systems.

(5 × 5 = 25 marks)

Section C

Answer any **one** *question.*
The question carries 11 marks.

20. Explain how Image processing is done under multimedia systems.

21. Discuss about the evolving technologies in multimedia. Explain them briefly.

(1 × 11 = 11 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2020

B.A. Multimedia

BMM 1(2) C01—INTRODUCTION TO MULTIMEDIA AND E-CONTENT DEVELOPMENT

Time : Two Hours and a Half   Maximum : 80 Marks

Section A (Short Answers)

*Answer at least **ten** questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. Graphic Art.

2. interactive media.

3. Vector graphics.

4. Adobe Photoshop.

5. MIDI.

6. GIF.

7. CMYK.

8. Digitization.

9. AVI.

10. Shockwave format.

11. 3-D Animation.

12. Vlog.

13. Webcasting.

14. HTML.

15. Media convergence.

(10 × 3 = 30 marks)

Section B

*Answer at least **five** questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. Explain digital media and hypermedia.

17. Write a note on multimedia compression techniques.

18. Explain the image authoring process.

19. Write a note on various Image enhancing techniques.

Turn over

20. Attempt a note on Web Animation.

21. What are the different types of e-content ?

22. Discuss about Learning Content Management System.

23. Discuss about the different types of interactivity for e-contents.

<div align="right">(5 × 6 = 30 marks)</div>

Section C

*Answer any **two** questions.*
Each question carries 10 marks.

24. Discuss in detail about the significance of multimedia technologies in the entertainment sector.

25. Attempt an essay on sound recording and mixing techniques.

26. Discuss in detail the various instructional design and learning theories.

27. Discuss in detail the process of e-content design and development.

<div align="right">(2 × 10 = 20 marks)</div>

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020

B.A. Multimedia

BMM 1B 01—INTRODUCTION TO DIGITAL MEDIA

(2019 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A

*Answer at least **ten** questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. Multimedia.

2. GIF.

3. LAN.

4. Example for a computer operating system.

5. Twitter.

6. Analog information.

7. Interactive media.

8. IPTV.

9. Podcasting.

10. Lossless compression.

11. Screen Resolution.

12. LCD.

13. Ethernet.

14. Raster graphics.

15. Tablet PC.

(10 × 3 = 30 marks)

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. What are the different elements of multimedia ?

17. Distinguish between system software and application software.

18. Explain the different file formats employed in multimedia systems.

19. What are the different applications and advantages of internet ?

20. What is digital media ? Explain its features.

21. Write a note on digital radio.

22. Write a note on social networking sites.

23. Write in detail about the scope of digital journalism.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Discuss in detail about the significance of educational multimedia.

25. Critically evaluate the impact of new media technologies on society.

26. Make an essay on Digital Audio Broadcasting.

27. Discuss in detail the features of a computer network. Also comment on the different types of networks.

(2 × 10 = 20 marks)

FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION NOVEMBER 2020

B.A. Multimedia

BMM 1C 01—INTRODUCTION TO MULTIMEDIA

Time : Three Hours   Maximum : 80 Marks

Section A

*Answer **all** questions in one word **or** sentence.*

1. ———— refers to any type of application or presentation that involves more than one type of media, such as text, graphics, video, animation, and sound.

2. Action Script

3. Hyperlink

4. JPEG is used to compress ————.

5. AVI.

6. Bitmap.

7. .mp3 is a common file extension for ———— files.

8. MP4.

9. MIDI.

10. ———— is text displayed on a computer display or other electronic devices with references or hyperlinks to other text that the reader can immediately access.

(10 × 1 = 10 marks)

Section B

*Write short answers on **ten** of the following.*

11. What is Web Animation ?

12. What is a TIFF file ?

13. What are raster images ?

14. Define MIDI.

15. Explain the term GUI.

16. Write a brief note about Video conferencing.

17. What is meant by anti-aliasing ?

18. What is called image authoring ?

19. What is a plug-in in multimedia ? Give two examples.

20. What is HTML ?

21. Explain the term Compression Ratio.

22. Explain CMYK colour scheme.

<div align="right">(10 × 2 = 20 marks)</div>

Section C

Write a paragraph on any **five** *of the following.*

23. What is meant by multimedia authoring ? Give two examples of authoring tools.

24. What is meant by the terms Multimedia and Hypermedia ? Distinguish between these two concepts.

25. Explain in detail the various image file formats with their key features.

26. Write in detail about the digital audio formats used for recording.

27. Explain in detail the various audio compression schemes.

28. Explain the use of the following hardware components in multimedia.

    (i)   Scanner.

    (ii) Soundcard.

29. Write a note on features of Multimedia.

30. Differentiate between vector and raster graphics.

<div align="right">(5 × 6 = 30 marks)</div>

Section D

Write essay on any **two** *of the following.*

31. What is data compression ? Explain in detail the benefits offered by different video compression schemes in designing multimedia systems.

32. What are the different audio and video file formats used for multimedia production ? What are the pros and cons of each ?

33. Briefly explain the evolution of Multimedia.

<div align="right">(2 × 10 = 20 marks)</div>

FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020

B.A. Multimedia

BMM 1B 01—INTRODUCTION TO DIGITAL MEDIA

(2017 Admissions)

Time : Three Hours   Maximum : 80 Marks

Section A

*Answer **all** questions in one word **or** sentence.*
Each question carries 1 mark.

1. Expand ENIAC.

2. What is a WAN ?

3. ———————— is an example for digital painting program.

4. Browser.

5. What are search engines ?

6. What do mean by vww ?

7. What is social networking ?

8. MOJO.

9. Hyperlink.

10. Facebook.

(10 × 1 = 10 marks)

Section B

*Write short answers on **ten** of the following.*

11. What are the different types of computers ?

12. What is online journalism ?

13. What are vector graphics ?

14. What is an input device ?

Turn over

15. What is meant by mp3 file format ?

16. What is a Cybercrime ?

17. What do you mean by hypermedia ?

18. Write a short note on convergent media.

19. Define user generated content.

20. What is a Router ?

21. What are Wikis ?

22. What is meant by web designing ?

<div align="right">(10 × 2 = 20 marks)</div>

Section C

Write a paragraph on any **five** *of the following.*

23. What are the features of computers ?

24. What is meant by a computer network ? What are the different types of network ?

25. Write in detail about DTP.

26. What is Internet ? Write the advantages of Internet.

27. What do you mean by digital technology ? Write down names of some digital devices.

28. Write a note on social networking.

29. What do you mean by Page design and layout ?

30. Write note on the concept 'Information society'.

<div align="right">(5 × 6 = 30 marks)</div>

Section D

Write essays on any **two** *of the following.*

31. Trace the history of computers.

32. Examine the advantages and disadvantages of social networking sites.

33. Discuss in detail the pros and cons of user generated news production practices like citizen journalism, open source journalism etc.

<div align="right">(2 × 10 = 20 marks)</div>

BMM 1B 01—INTRODUCTION TO COMMUNICATION

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer **all** questions.*
*Each in one or two words **or** in one sentence.*
Each question carries 1 mark.

1. Who is the minister of IPRD in Kerala ?

2. Dyadic communication is communication ————.

3. What is the root word of communication ?

4. Who is McBride ?

5. Who is an encoder ?

6. Who is a decoder ?

7. Smart phone is a ———— media tool.

8. Proxemics relates to ———— in communication.

9. Which is the public broadcasting organization in India ?

10. What is "Kerala Calling" ?

(10 × 1 = 10 marks)

Part B

*Answer any **ten** of the following, each in 1-3 sentences.*
Each question carries 2 marks.

11. w.w.w.

12. Citizen journalist.

13. Online newspaper.

14. Rock inscriptions.

15. Drum beats.

16. Smoke signals.

17. New generation cinema.

18. New generation FM radio.

Turn over

19. Semantic noise.

20. Channel noise.

21. SCMR model.

22. Source credibility.

<div align="right">(10 × 2 = 20 marks)</div>

Part C

Answer any **five** *of the following, each in* **a paragraph.**
Each question carries 6 marks.

23. Process of communication.

24. Interpersonal communication.

25. Group communication.

26. Schramm's model of communication.

27. What is individual differences theory ?

28. Non-verbal communication.

29. Feedback in communication.

30. Channels of communication.

<div align="right">(5 × 6 = 30 marks)</div>

Part D

Write essays on any **two** *of the following.*
Each question carries 10 marks.

31. Elucidate the functions and effects of communication.

32. Explain at least two models of communication.

33. What are the elements of communication ? Elaborate.

<div align="right">(2 × 10 = 20 marks)</div>

FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020

B.M.M.C.

BMM 1C 02—MEDIA LAWS AND ETHICS

(2014 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

*Answer **all** questions.*
Each question carries 1 mark.

Write short notes :

1. Plaintiff.

2. Slander.

3. Supreme Court Chief Justice.

4. Indian Parliament.

5. De novo.

6. Fair use.

7. Constituent Assembly.

8. Plagiarism.

9. Injunction.

10. Media Ethics.

(10 × 1 = 10 marks)

Part B

*Answer any **ten** questions.*
Each question carries 2 marks.

11. Censorship.

12. Wage Board.

13. Defamation.

14. Newspaper ombudsman.

Turn over

15. Reporting crime and violence.

16. Article 19(1) of Constitution of India.

17. Second Press Commission.

18. Cyber stalking.

19. Fair Trial.

20. The Rome Convention.

21. Viswa Bharati University.

22. Constitution of India.

<div align="right">(10 × 2 = 20 marks)</div>

Part C

Write short essays on any of the **five** *questions.*
Each question carries 6 marks.

23. Copyright (Amendment) Act 2012.

24. Right to Information Act.

25. Official secrets Act.

26. Norms of journalistic conduct.

27. Social responsibility role of media.

28. Emergency provisions of Indian constitution.

29. Do private media channels sensationalise news ? Discuss.

30. Explain parliamentary privileges.

<div align="right">(5 × 6 = 30 marks)</div>

Part D

Answer **two** *questions.*
Each question carries 10 marks.

31. Explain the various sections of Press Council Act.

32. Discuss the various aspects of Indian copyright Acts.

33. Write the various steps in starting a publication in India ?

<div align="right">(2 × 10 = 20 marks)</div>

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B A Multimedia

BMM 1C 02—INTRODUCTION TO MULTIMEDIA

(2019—2020 Admissions)

Time : Two Hours   Maximum : 60 Marks

Part A

Answer at least eight questions.

Each question carries 3 marks.

All questions can be attended, but the overall ceiling is 24.

1. JPEG.
2. TIFF.
3. PNG.
4. HUE.
5. HTML.
6. Slicing.
7. Sound mixing.
8. Hypertext.
9. Blending tools.
10. Live streaming.
11. PDF.
12. MP3.

(8 × 3 = 24 marks)

Part B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended, but the overall ceiling is 25.

13. Discuss briefly the advantages of hyperlinks.

14. Elucidate constrast ratio and aspect ratio.

15. Elucidate gray scale filters.

16. What is CMYK ?

17. What is acoustics ?

18. What is story board ?

19. What is meant by compression and decompression ?

(5 × 5 = 25 marks)

Turn over

Answer any one of the following questions.
The question carries 11 marks.

20. Discuss the various multimedia applications.

21. Elucidate the process of sound recording and mixing for multimedia.

B.A. Multimedia

BMM 1 (2) C 01—INTRODUCTION TO MULTIMEDIA AND E-CONTENT
DEVELOPMENT

(2019—2020 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Part A

Answer at least ten questions. Each question carries 3 marks.

All questions can be admitted, but the overall ceiling is 30.

1. Data compression and decompression.

2. Multimedia fileformats.

3. Image authoring and editing tools.

4. Successive Appropriation method.

5. ADDIE model.

6. Bloom's Taxonomy.

7. LMS.

8. Virtual coaches and avatars.

9. SME.

10. Needs analysis of learners.

11. HUE.

12. TIFF.

13. Gray scale filters.

14. Media Convergence.

15. ARCS model (Keller).

Part B

Answer at least five questions. Each question carries 5 marks.
All questions can be attended, but the overall ceiling is 30.

16. What are the elements of multimedia ?

17. What are the image enhancing methods ?

18. What is scenario - based learning ?

19. What is Kirk Patricks's evaluation model ?

20. Briefly explain game - based learning.

21. Briefly explain SCORM.

22. Explain briefly the characteristics of sound in multimedia.

23. How do you monitor the learner's progress through CYUs

(Ceiling 30)

Part C

Answer any two questions.
Each question carries 10 marks.

24. Define multimedia and briefly explain the various applications of it.

25. Elucidate the image file formats.

26. Explain briefly the instructional design and learning theories.

27. Discuss the instructional strategy for e-content development and learner engagement.

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION

NOVEMBER 2021

B.A. Multimedia

BMM 1B 01—INTRODUCTION TO DIGITAL MEDIA

(2019—2020 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

(Multiple Choice Questions for SDE Candidates)

1. The resolution of a monitor is governed by the :

    (A) Size of the screen.　　　　(B) Cost of the monitor.

    (C) Number of pixels on the screen.　(D) Contrast of the pixels on the screen.

2. Which of the following statements about the hard disks is TRUE ?

    (A) Hard disks are always installed inside the system unit of a computer.

    (B) Hard disks are considered volatile storage devices.

    (C) With the rise of flash drives, hard disks are becoming legacy technology.

    (D) Hard disks are considered non-volatile storage devices.

3. Browsers are enhanced by installing :

    (A) Plug-ins.　　　　　　(B) Helper applications.

    (C) A new version.　　　　(D) All of the above.

4. ——————— designed Remington Rand became one of the first commercially available computers.

    (A) UNIVAC-1.　　　　　(B) ENICAC.

    (C) Mark I.　　　　　　(D) None of the above.

5. Notebook and smaller computers usually use :

    (A) Liquid crystal displays.　　(B) Electroluminescent displays.

    (C) Field emission displays.　　(D) All of the above.

6. ——————— developed the integrated circuits.

    (A) Kim Philby.　　　　　(B) Jack Philby.

    (C) John Neumann.　　　　(D) Thomas Watson.

7. Which of the following period is the first generation of computing ?

    (A) 1945-56.　　　　　　(B) 1964-62.

    (C) 1964-1971.　　　　　(D) None of the above.

10. Compression :

(A) Reduces the picture clarity for storage.

(B) Reduces the number of bytes required to store.

(C) Reduces the resolution.

(D) None of the above.

11. Interactive controlled structure :

(A) Navigation Controlled by the code.

(B) Navigation Controlled by the user.

(C) Navigation Controlled by timer.

(D) None of the above.

12. Advantages of Icon based authoring Tool :

(A) Complex interaction and layering of multimedia products.

(B) For simple linear presentation.

(C) Video presentation made easy.

(D) None of the above.

13. TIFF :

(A) Image file formats.   (B) Audio file format.

(C) Video File format.   (D) None of the above.

14. Bitmap images are made of :

(A) Picture.   (B) Pixels.

15. Photoshop file extension is :

    (A) psd   (B) pdb.

    (C) cdr   (D) gif.

16. A tool for universal document exchange :

    (A) PageMaker.   (B) CorelDraw.

    (C) Adobe Acrobat.   (D) None of above.

17. The tool used for dividing an image into slices :

    (A) Gradient tool.   (B) Slice tool.

    (C) Burn tool.   (D) All of the above

18. Intranet :

    (A) Computer Network within an Organisation.

    (B) Wide area Network.

    (C) Portal.

    (D) None of the above.

19. Which file format contain photorealistic images ?

    (A) JPG.   (B) CDR.

    (C) EPS.   (D) DWG.

20. What is the ideal resolution of an image for web ?

    (A) 72 dpi.   (B) 300 dpi.

    (C) 100 dpi.   (D) 250 dpi.

D 13633

(Pages : 2)

Name.............................

Reg. No........................

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.A. Multimedia

BMM 1B 01—INTRODUCTION TO DIGITAL MEDIA

(2019—2020 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Part A

Answer any number of questions, each not exceeding 50 words.

Each question carries 2 marks.

Ceiling of marks for Part A is 25.

1. CDMA.

2. GPRS.

3. Vlog.

4. Cloud computing.

5. DAB.

6. DRM.

7. ISDB - TSB.

8. Black berry OS.

9. DOS.

10. Windows.

11. IPTV.

12. Android.

13. Qube Cinema.

14. Workstation.

15. Browser.

Answer any number of questions, each not exceeding 100 words.
Each question carries 5 marks.
Ceiling of marks for Part B is 35.

16. What is citizen journalism ?

17. Write a brief note on any one of the news portals.

18. What is open source journalism ?

19. Write a brief note on Amazon Instant Video.

20. What do you mean by online communities ?

21. Write brief notes on Notebooks and Tablets.

22. What is augmented reality ?

23. Write briefly about smart phones.

Part C

Answer any two questions, each not exceeding 400 words.
Each question carries 10 marks.

24. What are the elements and features of multimedia ?

25. Elucidate the characteristics of digital media and briefly explain the different forms of digital media.

26. What are the different mobile operating systems ?

27. Explain in detail the digital cinema.

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.A. Multimedia

BMM 1C 02—INTRODUCTION TO MULTIMEDIA

(2021 Admissions)

Time : Two Hours   Maximum : 60 Marks

Section A

Answer atleast eight questions.
Each question carries 3 marks.
All questions can be attended.
Overall ceiling 24.

1. Hypertext.

2. Browser.

3. Codec.

4. Plugin.

5. Compression.

6. Image authoring.

7. PNG.

8. Web Server.

9. Open source.

10. Adobe Captivate.

11. Domain.

12. Multicast.

(8 × 3 = 24 marks)

Section B

Answer atleast five questions.
Each question carries 5 marks.
All questions can be attended.
Overall ceiling 25.

13. Write a note on streaming media.

14. What are the features of digital media ?

15. Distinguish between lossy and lossless compression.

16. Discuss about the different types of authoring tools.

17. Explain in detail the various image file formats.

18. Explain the properties and features of multimedia systems.

19. Explain the significance of sound in multimedia.

(5 × 5 = 25 marks)

Section C

Answer any one question.
Each question carries 11 marks.

20. Write an essay on the web based applications of multimedia.

21. Give a detailed account on the various sound recording and mixing techniques.

(1 × 11 = 11 marks)

D 12675

Name.............................

Reg. No..........................

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.A. Multimedia

BMM 1(2) C 01—INTRODUCTION TO MULTIMEDIA AND E-CONTENT DEVELOPMENT

(2021 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A

Answer atleast ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall ceiling 30.

1. 3D Animation.

2. Microsoft Stream.

3. Adobe Illustrator.

4. JPEG.

5. CMS.

6. LZW.

7. Rasterization.

8. RLE.

9. Process Colour.

10. Shockwave format.

11. Image Authoring.

12. Blended Learning.

13. Authoring tool.

14. SAM.

15. RSS Feed.

Answer atleast five questions.
Each question carries 6 marks.
All questions can be attended.
Overall ceiling 30

16. Define the term Multimedia and discuss its characteristics.

17. Write a note on the commercial uses of multimedia.

18. Discuss about multimedia input/output technologies.

19. Write a note on various image authoring and editing tools.

20. Define the term e-content and discuss its features.

21. Write a note on Bloom's Taxonomy.

22. Explain the significance of multimedia in e-content creation.

23. Write notes on a LCMS system.

(5 × 6 = 30 marks)

Section C

Answer any two questions.
Each question carries 10 marks.

24. Discuss in detail about the types and methods of data compression and decompression.

25. Make an essay on the different audio and video file formats used in Multimedia.

26. Discuss about the career opportunities associated with e-content development.

27. What is e-content development cycle ? Explain each stages detail.

(2 × 10 = 20 marks)

Time : 15 Minutes	Total No. of Questions : 20	Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

(Multiple Choice Questions for SDE Candidates)

1. The resolution of a monitor is governed by the :

   (A) Size of the screen.   (B) Cost of the monitor.

   (C) Number of pixels on the screen.   (D) Contrast of the pixels on the screen.

2. Restarting the system after it has been completed powered off is called :

   (A) A warm boot.   (B) A standby start.

   (C) Hibernation.   (D) A cold boot.

3. Which of the following statements about the hard disks is TRUE ?

   (A) Hard disks are always installed inside the system unit of a computer.

   (B) Hard disks are considered volatile storage devices.

   (C) With the rise of flash drives, hard disks are becoming legacy technology.

   (D) Hard disks are considered nonvolatile storage devices.

4. Browsers are enhanced by installing :

   (A) Plug-ins.   (B) Helper applications.

   (C) A new version.   (D) All of the above.

5. The overall design of a font is called its :

   (A) Type style.   (B) Type face.

   (C) Type size.   (D) Serif.

6. ———————— designed Remington Rand became one of the first commercially available computers

   (A) UNIVAC-I.   (B) ENICAC.

   (C) Mark I.   (D) None of the above.

7. Which of the following period is the first generation of computing ?

   (A) 1945-55.   (B) 1956-63.

   (C) 1964-1971.   (D) None of the above.

8. VPN stands for —————.

    (A) Virtual private network.   (B) Very private network.

    (C) Voice passing network.   (D) None of these.

9. PDA stands for —————.

    (A) Personal Digital Assistant.   (B) Personal Dairy Assistant.

    (C) Private Digital Assistant.   (D) None of them.

10. Magnetic disks are also known as :

    (A) Hard disk.   (B) Soft disk.

    (C) Compact disk.   (D) None of them.

11. The tool which works like a real life paint brush and allows drawing smooth strokes of color :

    (A) Paint brush.   (B) Airbrush.

    (C) History brush.   (D) All of the above.

12. Interactive controlled structure :

    (A) Navigation Controlled by the code.   (B) Navigation Controlled by the user.

    (C) Navigation Controlled by timer.   (D) None of the above.

13. Advantages of Icon based authoring Tool :

    (A) Complex interaction and layering of multimedia products.

    (B) For simple linear presentation.

    (C) Video presentation made easy.

    (D) None of the above.

14. Cross platform Authoring tools :

    (A) For compatibility.   (B) For High Resolution.

    (C) For Multi language.   (D) For different countries.

15. TIFF :

    (A) Image file formats.   (B) Audio file format.

    (C) Video File format.   (D) None of the above.

16. Photoshop file extension is :

    (A) .psd.   (B) .pdb.

    (C) .cdr.   (D) .gif.

17. ——————— tool is used to scroll the zoom in pages.

    (A) Zoom tool.   (B) Notes tool.

    (C) Hand tool.   (D) None of the above.

18. The tool used for dividing an image into slices :

    (A) Gradient tool.   (B) Slice tool.

    (C) Burn tool.   (D) All of the above.

19. Intranet :

    (A) Computer Network within an Organization.

    (B) Wide area Network.

    (C) Portal.

    (D) None of the above.

20. File format is vector based :

    (A) .JPEG.   (B) .TIFF.

    (C) .PSD.   (D) .DWG.

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

B.A. Multimedia

BMM 1B 01—INTRODUCTION TO DIGITAL MEDIA

(2021 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A

Answer atleast ten questions.
Each question carries 3 marks.
All questions can be attended.
Overall ceiling 30.

1. Hypermedia.

2. Pixel.

3. Router.

4. Digital signal.

5. Metaverse.

6. Multiplexer.

7. Resolution.

8. Youtube.

9. RSS feed.

10. MPEG.

11. MAC.

12. Google Translate.

13. IMAX.

14. NFT.

15. Instagram

Section B

Answer atleast five questions.
Each question carries 6 marks.
All questions can be attended.
Overall ceiling 30.

16. What are the features of multimedia ?

17. Write a note on Microsoft Windows.

18. What is search engine optimization ?

19. What are the applications of VR and AR ?

20. What are the different types of computer networks ?

21. Write a note on Digital Audio Broadcasting.

22. Write a note on streaming media.

23. Distinguish between analog and digital information.

(5 × 6 = 30 marks)

24. Make an essay on applications of multimedia in business sector.

25. Critically evaluate the impact of new media on Indian public sphere.

26. Discuss in detail about the different multimedia file formats.

27. Multimedia professionals need a few indispensable digital tools to get the job done. List the popular digital tools.

(2 × 10 = 20 marks)

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 20.

2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.

3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.

4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BMM 1B 01—INTRODUCTION TO DIGITAL MEDIA

(Multiple Choice Questions for SDE Candidates)

1. VGA is :

    (A) Video Graphics Array.   (B) Visual Graphics Attribute.

    (C) Volatile Graphics Array.   (D) Video Graphics Adapter.

2. Who is not related to computers ?

    (A) Von Neumann.   (B) Charles Babbage.

    (C) Walt Whitman.   (D) George Stibitz.

3. UPS Stands for :

    (A) Unified Power Structure.   (B) Uninterrupted Power Supply.

    (C) Unordered Privilege Structure. (D) United Preordered Supply.

4. Which of the following is not a secondary storage device ?

    (A) Pen Drive.   (B) Hard disk.

    (C) DVD.   (D) Random Access Memory.

5. 'Track and sector' is associated with :

    (A) Computer language.   (B) Data storage on disk.

    (C) Artificial intelligence.   (D) Display resolution.

6. Resolution related to :

    (A) Unit for measuring storage capacity.

    (B) Size of audio clip.

    (C) Speed of communication.

    (D) Clarity of vision.

7. Which is not a database product ?

    (A) Postgres.   (B) Mysql.

    (C) Oracle.   (D) OpenGL.

8. Each TCP/IP packet must contain :

    (A) Only Source address.   (B) Only destination address.

    (C) Source and destination address.   (D) Source or destination address.

9. How many layers are in TCP/IP model ?

    (A) 8.   (B) 5.

    (C) 6.   (D) 7.

10. In OSI, which layer is responsible for media access control, flow control and error checking ?

    (A) Network layer.   (B) Session layer.

    (C) Data link layer.   (D) Transport layer.

11. Rendering is the process :

    (A) Slowing the speed of data communication.

    (B) Generating an image from a model by means of computer programs.

    (C) Converting an audio file in to another format.

    (D) None of these.

12. What does GIF stand for ?

    (A) Guiding Interface Frame.   (B) Graphics Interchange Format.

    (C) Group Interchange Form.   (D) None of these.

13. The meaning of the PNG is :

    (A) Point Neutral Graphics.   (B) Portable Network Graphics.

    (C) Preordered Network Groups.   (D) Point Net Group.

14. MIPS is related to :

    (A) Measure of speed of computer.   (B) Volume of data storage.

    (C) Clarity of an audio.   (D) Clarity of a video.

15. The application area of multimedia are :

    (A) Industry.   (B) Education and textbook.

    (C) CAD and entertainment.   (D) All of these.

16. The complex graphics operations are :
    - (A) Selection.
    - (B) Seperation.
    - (C) Clipping.
    - (D) None of these.

17. SDLC stands for :
    - (A) Structured Design of Linked Components.
    - (B) Software Development Life Cycle.
    - (C) Strictly Defined Life Circle
    - (D) Soft Structured Life Configuration.

18. FIFO stands for :
    - (A) First in First Out.
    - (B) First Instruction First Order
    - (C) First Interface First Order.
    - (D) None of these.

19. Example for a data structure :
    - (A) While.
    - (B) Array.
    - (C) Go to.
    - (D) Stop.

20. Pre-production of Multimedia :
    - (A) Story board.
    - (B) Shooting.
    - (C) Editing.
    - (D) Special effects.

(Pages : 3)

Name...

Reg. No.....................................

FIRST SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021

B.A. Multimedia

BMM 1B 01—INTRODUCTION TO DIGITAL MEDIA

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions in one word or sentence.

1. What is a microprocessor ?

2. Expand OCD.

3. Who originated the concept of a digital programmable computer ?

4. A ——————— is the suffix at the end of a filename that indicates what type of file it is.

5. What is a hypertext ?

6. Through ———————, government services are made available to citizens through IT.

7. Connected community of blogs are termed as ———————.

8. ——————— type of media responds to user's actions

9. Expand ISP.

10. ——————— is an entity that pulls together web or media content, applications or both from online sources for reuse or resale.

(10 × 1 = 10 marks)

Section B

Write short answers on ten of the following.

11. What are the functions of CPU ?

12. What are the different types of computer networks ?

13. What are application softwares ?

14. What is the function of a server ?

15. Explain the term convergent media

16. Write a note on Twitter.

17. Write a note on indiatimes.com

18. Write short note on Google News.

19. What is a content management system ?

20. What is the use of an image editing software ?

21. What is mobile journalism ?

22. What is the use of a graphic editor software?

Section C

Write a paragraph on any five of the following.

23. Write a note on the input and output devices of a computer.

24. Explain major characteristics and applications of computer networks.

25. Write a note on MS Office package.

26. Discuss the concept 'digital divide'.

27. Write a detailed note on different popular social networking sites.

28. Write a detailed note on open source journalism.

29. What are the benefits and implications of media convergence ?

30. Write detailed note on the concept 'networked society'.

Section D

Write essay on any two of the following.

31. Attempt an essay on computer software and hardware .

32. Internet has become one of the key drivers of social evolution. Explain.

33. Discuss in detail about the scope of digital journalism.