

**SECOND SEMESTER B.A./B.Sc. DEGREE EXAMINATION, APRIL 2020**

(CBCSS—UG)

B.A. Multimedia

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

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**I. Answer all *the* questions in two or three sentences. Each question carries 2 marks :

- 1 Digital media.
- 2 Communication protocol.
- 3 RGB.
- 4 Blending tools in Adobe photoshop.
- 5 CMYK.
- 6 HUE.
- 7 Kirkpatrick's evaluation model.
- 8 LMS.
- 9 LCMS.
- 10 Image File Formats.
- 11 Avatars.
- 12 Podcast.
- 13 Cost per Mille.
- 14 Blogging.
- 15 HTTP.

(15 × 2 = 30 marks)

**Part B**II. Write short notes on *all* questions. Each question carries 5 marks :

- 16 Explain the term SCORM.
- 17 Explain Learner Needs Analysis.

**Turn over**

- 18 What are the presentation strategies ? Explain.
- 19 What is Slicing ?
- 20 What are the methods of Compression ?
- 21 What do you mean by Decompression ?
- 22 What are warm and cool colours ?
- 23 What is Game Based Learning ?

(8 × 5 = 40 marks)

### Part C

III. Write Essays on any *two* of the following :

- 24 Write an essay about the role of KITE-Victers channel in Kerala during the Covid Pandemic.
- 25 What do you mean by instructional design ? Elaborate the stages.
- 26 Will the technology completely replace humans in the future ? Write an essay about the increasing prominence of technology in the various fields of life.
- 27 What is ADDIE Model ? Explain.

(2 × 5 = 10 marks)

17 Explain the terms below :

LMS, LCMS, SCORM

18 What is the difference between open source software and other software ?

19 Explain ADDIE model.

(7 × 5 : Ceiling 30)

**Part C**

III. Write essays on any *one* of the following :

20 Critically analyze the scope and risks of career opportunities in e-content development.

21 Elaborate the steps of eLearning content development process.

(1 × 10 : Ceiling 10)

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**B.A. Multimedia****BMM 2C 02 E—CONTENT DEVELOPMENT**

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Part A**I. Answer *all* the following questions in two or three sentences :

- 1 Instructional design.
- 2 Pitch.
- 3 Hue.
- 4 Virtual reality.
- 5 JPEG.
- 6 ARCS Model.
- 7 Slice tool.
- 8 RGB.
- 9 Authoring tools.
- 10 Podcast.
- 11 Contrast.
- 12 Storyboard.

(12 × 2 : Ceiling 20)

**Part B**II. Write short notes on *all* the questions :

- 13 Detail the types of e-content.
- 14 Differentiate between sound, audio and acoustics.
- 15 What is e-learning ?
- 16 Define user application.

**Turn over**

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B.A. Multimedia

**BMM 2B 02—CREATIVITY AND DESIGN SKILLS**

(2019 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.

**BMM 2B 02—CREATIVITY AND DESIGN SKILLS****(Multiple Choice Questions for SDE Candidates)**

- Pick the hexadecimal web-safe colour code for Red :  
(A) #FEF. (B) #00F.  
(C) #F00. (D) #EEO.
- How many colour channels are available in an RGB image by default ?  
(A) 4. (B) 3.  
(C) 2. (D) 1.
- Which one of the following is not a principle of design ?  
(A) Shape. (B) Contrast.  
(C) Unity. (D) Balance.
- Visual Thinking :  
(A) Thinking through visual processing.  
(B) Thinking without imagination.  
(C) Thinking without ideas.  
(D) None of the above.
- Perspective :  
(A) Parallel lines. (B) Effect of distance.  
(C) Bitmaps. (D) None of the above.
- Background :  
(A) Farthest plane of the picture. (B) Nearest plane of the picture.  
(C) Base of the picture. (D) None of the above.
- Foreground :  
(A) Nearer view of an Image. (B) Farthest view of a picture.  
(C) Bottom of the image. (D) None of the above.

8. Difference in colour and light :
- (A) Harmony. (B) Contrast.  
(C) Unity. (D) Balance.
9. Contrast :
- (A) Difference against each other. (B) Difference in elements.  
(C) Difference in image. (D) None of the above.
10. Three-dimensional :
- (A) Height, width and depth. (B) Height and width.  
(C) Height and depth. (D) None of the above.
11. Colour separation :
- (A) Print Production. (B) Web Production.  
(C) Post production. (D) None of the above.
12. Tone :
- (A) The character of a colour or value of a surface.  
(B) A hue at a lighter value.  
(C) A hue at a darker value.  
(D) The reflection source of light.
13. High Light :
- (A) The character of a colour or value of a surface.  
(B) A hue at a lighter value.  
(C) A hue at a darker value.  
(D) The reflection source of light.
14. An element of art that refers to the lightness or darkness of a color is a \_\_\_\_\_.
- (A) Value. (B) Form.  
(C) Space. (D) Intensity.

15. Complementary colours are used to create \_\_\_\_\_.
- (A) Contrast. (B) Value.  
(C) Density. (D) None of the above.
16. \_\_\_\_\_ colours are a group of colours that consist of reds, yellows and oranges.
- (A) Cool. (B) Warm.  
(C) UV. (D) Red.
17. \_\_\_\_\_ colours are group of colours that consist of purples, greens and blues.
- (A) Warm. (B) Cool.  
(C) Blue. (D) Pale.
18. \_\_\_\_\_ is the arrangement of the objects in a given design as it relates to their visual weight within a composition.
- (A) Balance. (B) Unity.  
(C) Rhythm. (D) Dominance.
19. A \_\_\_\_\_ rhythm occurs when the intervals between the elements and often the elements themselves, are similar in size or length.
- (A) Regular. (B) Flowing.  
(C) Progressive. (D) None of the above.
20. \_\_\_\_\_ is the comparison of dimensions or distribution of forms. It is the relationship in scale between one element and another, or between a whole object and one of its parts.
- (A) Balance. (B) Unity.  
(C) Rhythm. (D) Proportion.



**Part B**

II. Write short notes on *all* the questions :

- 16 Explain the types of computer graphic.
- 17 Describe the characteristics of classical art.
- 18 What are the stages of creativity ?
- 19 What is compression and what are the types of compression ?
- 20 Profile any *two* renaissance artists.
- 21 Differentiate high and low art.
- 22 What are the most commonly used photoshop blending modes ?
- 23 What is scientific creativity ?

(8 × 5 : Ceiling 35)

**Part C**

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

- 24 Draft an essay on the history of art.
- 25 What is multimedia ? Elaborate on the different multimedia file formats.
- 26 Write a note about different color theories.
- 27 Draft an essay on the creative use of multimedia in entertainment industry.

(2 × 10 : Ceiling 20)

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(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**I. Answer *all* the following questions in two or three sentences :

- 1 Texture.
- 2 Brightness.
- 3 RGB and CMYK.
- 4 Renaissance art.
- 5 Filters.
- 6 Color wheel.
- 7 Infographics.
- 8 Murals.
- 9 Harmony.
- 10 Sculpture.
- 11 Lorenzo de Medici.
- 12 Genre.
- 13 Aspect Ratio.
- 14 Instructional design.
- 15 Warm color.

(15 × 2 : Ceiling 25)