Bachelor in Information Technology (BIT)

Term-End Examination

December, 2007

CSM-03 : MULTIMEDIA PRINCIPLES

Time : 3 Hours   *Maximum Marks : 75*

Note :   *All questions from Section A are* **compulsory.** *Answer any* **three** *questions from Section B. All objective type questions carry one mark each.*

SECTION A

1. Multimedia Presentation is a combination of   *1*

    (a) Audio, Video and Text

    (b) Audio, Graphics and Animation

    (c) Text, Graphics and Animation

    (d) All of the above

2. A file extension .CDR opens with   *1*

    (a) MS Publisher

    (b) MS Access

    (c) ImageQ

    (d) QuickTime

3. Editable file of Macromedia Director is with an extension   *1*

    (a) .dxr

    (b) .dir

    (c) .tiff

    (d) .swf

4. Converting video or audio waves to digital format is called   *1*

    (a) sampling

    (b) authoring

    (c) optimising

    (d) formatting

5.   Compression and decompression of video files is done by   1
   (a)   Encryption
   (b)   MODEM
   (c)   CODEC
   (d)   NTSC

6.   Video Scan Converter   1
   (a)   converts NTSC signal to PAL signal
   (b)   converts PAL signal to SECAM
   (c)   converts video signal into audio signal
   (d)   converts RGB signal to NTSC signal

7.   File extension with lowest file size is   1
   (a)   .pdf
   (b)   .psd
   (c)   .pm6
   (d)   .doc

8.   Process of converting text layer into graphic layer in Photoshop is   1
   (a)   Optimising
   (b)   Digitising
   (c)   Rastering
   (d)   None of the above

9.   Process of generating in-between frames in Macro Flash is   1
   (a)   Authoring
   (b)   Tweening
   (c)   Shape hint
   (d)   Break apart

10.   CMYK colour model is used in   1
   (a)   Printing press
   (b)   Website development
   (c)   CD presentation
   (d)   None of the above

11. (a) Compare and contrast the process of developing a corporate multimedia presentation and an educational multimedia presentation. 10

    (b) Explain the capabilities and limitations of developing an interactive and a non-interactive presentation. 5

    (c) List and explain two hardware and two software components required for multimedia computers. 5

SECTION B

*Answer any **three** questions from this section.*

12. (a) What is Desktop Publishing ? Explain any two application areas of Desktop Publishing.   *3+7=10*

    (b) List out the steps you would go through to record, digitise, edit and process a set of sound files for inclusion in the multimedia presentation.   *5*

13. Explain the importance of the following factors in development of a multimedia CD with help of example :   *5+5+5=15*

    (a) Feasibility study

    (b) Storyboarding

    (c) Interface design

14. (a) What do you understand by QuickTime ?   *3*

    (b) Explain the importance of QuickTime in multimedia presentation.   *4*

    (c) Explain the working of QuickTime.   *4*

    (d) Explain any two compression techniques.   *4*

15. Explain the following terms :   *3×5=15*

    (a) Bitmap graphics

    (b) HSB colour model

    (c) MBONE

    (d) Digital Tablet

    (e) Digital Video