

**BACHELOR OF COMPUTER APPLICATIONS  
(BCA) (Pre-Revised)**

**Term-End Examination**

**December, 2015**

**00364**

**CS-66 : MULTIMEDIA**

*Time : 2 hours*

*Maximum Marks : 60*

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**Note :** *Question number 1 is compulsory. Attempt any three questions from the rest.*

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1. (a) Explain how Multimedia can have impact on the advertisement of a product with the changing environment of mobile technology. 10
- (b) How does authoring software differ from programming languages ? How is "cross platform capability" an important feature of authoring software ? Explain. 10
- (c) What is QuickTime ? Who developed this product ? Discuss the importance of this product. How does it work ? 10
2. (a) What is Hypertext ? Explain any four elements of Hypertext. 5
- (b) How do scripting languages serve as a useful tool for spreading interactive education ? 5

3. (a) Explain any five features of Macromedia Director. 5
- (b) List the hardware and software requirements for a digital Multimedia Workstation or a Computer System. 5
4. (a) Explain any five features of Image Q. 5
- (b) How are the following multimedia components created and used in entertainment applications : 5
- (i) Sound
- (ii) Video
5. Explain four features of Digital Video. Also, explain why it is increasingly used in current applications. Explain two differences in the functions of Digital Video and CD-ROM. 10
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