

**BACHELOR IN INFORMATION TECHNOLOGY
(BIT)**

Term-End Examination

December, 2011

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. (a) Answer the following objective questions by 10
comprising a graphic file :
- (i) Pixels per inch are increased
 - (ii) Pixels per inch remain the same
 - (iii) Pixels per inch are decreased
 - (iv) The quality of the graphics is increased
- (b) By reducing the RGB value of an image :
- (i) Brightness of a pixel is reduced
 - (ii) Contrast of a pixel is reduced
 - (iii) It will not affect the pixels at all
 - (iv) None of the above
- (c) MIDI stands for :
- (i) Movie Instrument Digital Interface
 - (ii) Movie Information Digital Interface
 - (iii) Musical Instrument Digital Interface
 - (iv) Musical Information Digital Interface

- (d) Which one is not a standard video clips on the net ?
- (i) MPEG (ii) Quick time
 - (iii) AU (iv) AVI
- (e) Adobe Acrobat Reader is used to read the file with the extension :
- (i) .dXr (ii) .psd
 - (iii) .ocx (iv) .pdf
- (f) Streaming media is :
- (i) method of making audio, video and other multimedia available in real time with no download wait
 - (ii) method of converting audio media to video media
 - (iii) method of expanding a video media
 - (iv) None of the above
- (g) Which one of the following is not correct ?
- (i) Director file can be saved as .swf
 - (ii) .rtf file can be imported in flash
 - (iii) .pdf file can be imported in Photoshop
 - (iv) Flash can be imported to director
- (h) AIFF stands for :
- (i) Alpha Interchange File Format
 - (ii) AVI Interchange File Format
 - (iii) Audio Interchange File Format
 - (iv) None of the above

- (i) Gray scale model :
 - (i) converts a coloured picture into black and white
 - (ii) converts a black and white picture into coloured picture
 - (iii) converts the vector graphics into bitmap graphic
 - (iv) None of the above
- (j) PCM (Pulse Code Modulation) is used for conversion from :
 - (i) Analog data to analog signal
 - (ii) Analog data to digital signal
 - (iii) Digital data to analog signal
 - (iv) Digital data to digital signal

2. Suppose you are required to design an interactive multimedia CD for CSM-03 : Multimedia principles.

Answer the following questions :

- (a) Justify video and image components to be included. 6
- (b) What types of interactivities and inter faces you suggest to be included in the CD ? 8
- (c) What is to be done to synchronize sound with text ? (mention some of the features used in the flash for this purpose) 6

SECTION - B

3. (a) Explain the principles of the following multimedia components : video and Animation. 9
- (b) Why is video streaming used ? What are its compression standards ? 6
4. (a) Explain the following terms : 10
- (i) Hypermedia
 - (ii) Streaming server
 - (iii) MPEG
 - (iv) Interlacing
 - (v) PAL
- (b) Discuss lossless compression technique. 5
5. (a) List and describe important features of Flash in order to design multimedia products. 10
- (b) Describe the role of an audio specialist in multimedia design project. 5
6. (a) Explain the relationship of Quick Time with different multimedia development environments graphically. How does Quick Time work ? List its main advantages. 10
- (b) Write the programming features offered by authoring software. 5