

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BAM
BRANCH: BAM**

**SEMESTER : I
SESSION : MO/2023**

SUBJECT: AN102 INTRODUCTION TO MULTIMEDIA

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Define Multimedia and its various elements in detail.	[5]	1 1
Q.1(b)	Define Raster and Vector image. Give one example each of Raster and Vector file.	[5]	1 1
Q.2(a)	Define Authoring tool. Also specify various categories of Authoring tools.	[5]	1 1
Q.2(b)	"Data Generated is the New Oil". Explain this in-relation to our use of social media and E-Commerce.	[5]	3 4
Q.3(a)	Define Visual Communication. Analyze the impact of printing press on human society.	[5]	1 1
Q.3(b)	Explain Gestalt theory and principles with help of illustrations.	[5]	2 2
Q.4(a)	Define AR and VR.	[5]	1 1
Q.4(b)	Explain the various uses of AR and VR in E-Commerce and Gaming industry.	[5]	2 2
Q.5(a)	Draw a Poster for an Ayurvedic Toothpaste Advertisement using Rule of 3 rd and AIDA principles.	[5]	6 6
Q.5(b)	Enumerate briefly atleast 8 principles of Graphic Designing.	[5]	1 1

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