

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI**  
**(MID SEMESTER EXAMINATION MO/2023)**

**CLASS: BAM**  
**BRANCH: BAM**

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

**SUBJECT: AN102 INTRODUCTION TO MULTIMEDIA**

**TIME: 02 Hours**

**FULL MARKS: 25**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	Define Multimedia.	[2] 1	1
Q.1(b)	Define various elements of Multimedia in detail.	[3] 1	1
Q.2(a)	Define Interactive-Multimedia.	[2] 3	1
Q.2(b)	Explain the difference between linear and non-linear multimedia.	[3] 3	2
Q.3(a)	Define Typography.	[2] 1	1
Q.3(b)	Explain the difference between Serif and Sans-Serif fonts. Give one example of each.	[3] 2	2
Q.4(a)	Define Resolution.	[2] 2	1
Q.4(b)	Explain the reason for difference in resolution between print media (300 pixels) and electronic media (72 pixels).	[3] 2	2
Q.5(a)	Discuss the impact of Social-Media on our society.	[2] 3	2
Q.5(b)	Draw a poster for Government of India's Swachh Bharat Abhiyaan.	[3] 5	6

**:::::21/09/2023 M:::::**