

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

**CLASS: BAM  
BRANCH: BAM**

**SEMESTER : 1<sup>ST</sup>  
SESSION : MO/2024**

**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]	I I
Q.1(b)	Define various elements of Multimedia briefly.	[3]	I I
Q.2(a)	Define Authoring tools.	[2]	I I
Q.2(b)	Explain various categories of Authoring tools briefly.	[3]	I I
Q.3(a)	Define Visual Communication.	[2]	I I
Q.3(b)	Explain the impact of world's first printing press at Gutenberg on human society.	[3]	II II
Q.4(a)	Define Serif and Sans-Serif fonts.	[2]	II I
Q.4(b)	Define Typography.	[3]	I I
Q.5(a)	Explain why print media requires a higher pixel resolution than digital media.	[2]	II II
Q.5(b)	Define Gestalt Principles briefly.	[3]	I I

:23/10/2024:::E