CLASS:   BAM                                               SEMESTER : I
BRANCH: BAM                                                SESSION : MO/2024

**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) | List 5 uses of multimedia by any business house. | [5] | 1 | 1 |
| Q.1(b) | Explain the 4 stages of designing a multimedia project in detail. | [5] | 2 | 1 |
| Q.2(a) | Define 24-bit and 32-bit file types. Give examples of each file type. | [5] | 2 | 1 |
| Q.2(b) | Explain the difference between Raster and Vector file type. Give one example of each file type. | [5] | 2 | 2 |
| Q.3(a) | Define Gestalt Principles with illustrations. | [5] | 3 | 1 |
| Q.3(b) | Define Primary and Secondary Colors and give names of each color type. | [5] | 2 | 1 |
| Q.4(a) | Explain the impact of E-Commerce websites on Indian society. | [5] | 1 | 2 |
| Q.4(b) | Define AR & VR and list their uses. | [5] | 2 | 1 |
| Q.5(a) | Define Advertising. Name 5 different types of advertising. | [5] | 3 | 1 |
| Q.5(b) | Design a poster of your choice using Rule of 3$^{rd}$ principle. | [5] | 4 | 5 |

**::::::11/12/2024::::::M**