

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

**CLASS: BAM
BRANCH: BAM**

**SEMESTER : I
SESSION : MO/2025**

SUBJECT: AN25102 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)	Explain various elements of multimedia in detail.	[3] 1	1
Q.2(a)	How does multimedia differ from traditional media?	[2] 1	4
Q.2(b)	Write a short note of 200 words about the use of multimedia in education.	[3] 1	1
Q.3(a)	Define Serif and Sans-Serif font types. Give one example of each type.	[2] 2	1
Q.3(b)	Define the three types of authoring tools in 100 words each.	[3] 3	1
Q.4(a)	Define 24-bit and 32-bit file types. Give one example of each type.	[2] 4	1
Q.4(b)	Create a poster of an Ayurvedic Toothpaste using the Rule-of-Thirds and AIDA principles.	[3] 5	5
Q.5(a)	Define MIDI and Digital Audio.	[2] 2	1
Q.5(b)	Define NTSC, PAL, and SECAM.	[3] 4	1

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