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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE [SUPPLEMENTARY]
EXAMINATION, APRIL 2025**

B.A. Multimedia

**BMM 1 (2) C01—INTRODUCTION TO MULTIMEDIA
AND E-CONTENT DEVELOPMENT**

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*All questions can be answered.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. Define the concept of digital media.
2. Explore the concept of aspect ratio in images and videos.
3. What is rapid prototyping ?
4. Explain the *e*-content development cycle.
5. Explore the role of standards in multimedia.
6. Define visual aesthetics.
7. What is a dynamic learning tool ?
8. What is branching of content ?
9. Explain multimedia I/O technologies.
10. Define spatial audio.
11. What is social learning in *e*-content development ?
12. Define the concept of scenario-based learning in *e*-content development.
13. Name any *two* different compression techniques used in multimedia.
14. Define 3D sound.
15. Define SCORM.

Turn over

Section B (Paragraph/Problem Type)

All questions can be answered.

Each question carries 5 marks.

(Ceiling 35 marks)

16. How compression techniques contribute to efficient storage, transmission, and streaming of multimedia content ?
17. Explain the significance of contrast ratio in image design.
18. Explore the ARCS model developed by John Keller.
19. Explain the role of storyboarding in *e*-content development.
20. How do digital media and hypermedia contribute to the interconnected and dynamic nature of multimedia content ?
21. How does video content contribute to storytelling and engagement ?
22. Examine the concept of game-based learning in *e*-content development.
23. Discuss the various presentation strategies in *e*-content development.

Section C (Essay Type)

*Answer any **two** of the following question.*

Each question carries 10 marks.

24. How do lossy and lossless compression differ, and in what contexts are they most appropriately applied ?
25. How do acoustics, recording techniques, and mixing contribute to the creation of high-quality audio content for multimedia applications ?
26. Examine the scope and career opportunities in *e*-content development. How has the demand for digital learning materials influenced career paths in instructional design and content development ? Explore potential roles and industry trends.
27. Provide an overview of the *e*-content development cycle. What are the key stages in this cycle, and how do they contribute to the creation of high-quality digital learning resources ?

(2 × 10 = 20 marks)