PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025
(Second Semester)

Branch- **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

MULTIMEDIA & GRAPHICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is NOT a raster image format? a) BMP b) TIFF c) GIF d) EPS	K1	CO1
	2	What does "aspect ratio" refer to in video production? a) The length of the video b) The width and height of the video c) The quality of the video d) The frame rate	K2	CO2
2	3	Which type of animation uses stop motion techniques? a) 2D animation b) 3D animation c) Claymation d) Motion graphics	K1	CO1
	4	Which tool is commonly used for creating animations? a) Microsoft Excel b) Adobe Animate c) Adobe InDesign d) CorelDRAW	K2	CO2
3	5	What is the primary function of a codec? a) To compress and decompress digital media b) To edit audio files c) To create animations d) To manage file storage	K1	CO1
	6	What does "bitrate" refer to in audio and video files? a) The color depth of an image b) The number of bits processed per unit of time c) The resolution of an image d) The file size	K2	CO2
4	7	What is the purpose of a digital asset management system? a) To edit video files b) To organize and store multimedia content c) To create animations d) To enhance sound quality	K1	CO1
	8	What file format is typically used for lossless audio compression? a) MP3 b) WAV c) AAC d) OGG	K2	CO2
5	9	What is the term for a 3D object that has been created with a polygonal mesh? a) NURBS b) Shader c) Model d) Rig	K1	CO1
	10	In 3D animation, what is a "render farm"? a) A type of 3D model b) A group of computers working together to render animations c) A lighting setup for 3D scenes d) A technique for motion capture	K2	CO2

SECTION - B (35 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks   (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the key components of a multimedia system.	K1	CO1
		(OR)		
	11.b.	Explain the difference between hypermedia and multimedia. Provide examples of each.		
2	12.a.	Define dithering in computer graphics? How does it help in reducing color banding?	K2	CO2
		(OR)		
	12.b.	Describe the concept of transparency in digital images. How is alpha blending used to create transparency effects?		
3	13.a.	Explicate the role of a video timeline in editing software? How does it help in the process of video editing?	K3	CO3
		(OR)		
	13.b.	Discuss the differences between mono and stereo sound. In what situations would each be preferable?		
4	14.a.	Explain the basic principles of squash and stretch in animation.	K4	CO4
		(OR)		
	14.b.	Examine the concept of keyframing in animation. How does it help in automating the animation process?		
5	15.a.	Discuss on rigging in 3D animation? Why is it essential for animating characters?	K6	CO5
		(OR)		
	15.b.	Elucidate the advantages and challenges of using motion capture technology in animation.		

SECTION -C (30 Marks)
Answer ANY THREE questions
ALL questions carry EQUAL Marks   (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the different types of multimedia authoring tools and their applications.	K1	CO1
2	17	What is the aspect ratio in video? How do common aspect ratios like 16:9 and 4:3 affect video playback?	K2	CO2
3	18	Explicate the working principle of MIDI (Musical Instrument Digital Interface) in multimedia.	K3	CO3
4	19	Detail on the purpose of video editing software? Give examples of tools commonly used in video production.	K4	CO4
5	20	Elaborate the difference between forward and inverse kinematics in animation. Provide examples of when each technique is appropriate.	K6	CO5

Z-Z-Z   END