

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2026
(Second Semester)**

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

MULTIMEDIA AND 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	Multimedia is a combination of: (i) Text only (ii) Audio only (iii) Text, audio, video, graphics (iv) Images only	K1	CO1
	2	Rock and cave paintings in India are examples of: (i) Modern media (ii) Traditional storytelling (iii) Digital media (iv) Animation	K2	CO1
2	3	Interactive multimedia allows (i) No user control (ii) User participation (iii) Only viewing (iv) Only listening	K1	CO2
	4	Multimedia in broadcasting is mainly used for (i) Printing (ii) Enhancing audio-visual content (iii) Writing books (iv) Painting	K2	CO2
3	5	Graphic communication deals with: (i) Sound editing (ii) Visual communication (iii) Programming (iv) Networking	K1	CO3
	6	Which is NOT an element of design? (i) Line (ii) Shape (iii) Balance (iv) Colour	K2	CO3
4	7	Typography refers to: (i) Image editing (ii) Arrangement of text (iii) Video editing (iv) Animation	K1	CO4
	8	Vector graphics are: (i) Pixel-based (ii) Resolution dependent (iii) Scalable without loss (iv) Blurry	K2	CO4
5	9	Video editing involves: (i) Writing code (ii) Arranging video clips (iii) Drawing images (iv) Recording audio only	K1	CO5
	10	Linear editing is: (i) Random editing (ii) Sequential editing (iii) Digital editing (iv) Non-sequential editing	K2	CO5

Cont...

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 concept multimedia with its key elements.	K2	CO3
		(OR)		
	11.b.	Outline the significance of Indian rock, cave, and pottery paintings in the evolution of multimedia storytelling.		
2	12.a.	Demonstrate the nature of graphic communication in solving a visual problem.	K2	CO3
		(OR)		
	12.b.	Illustrate the elements and principles of design with examples.		
3	13.a.	Explain the fundamentals of video and its components.	K3	CO5
		(OR)		
	13.b.	Identify the stages involved in video editing and their relevance.		
4	14.a.	Classify the types and principles of animation.	K4	CO3
		(OR)		
	14.b.	Analyze the process of creating 2D animation using key frames and timeline.		
5	15.a.	List the importance of UI and UX design in multimedia.	K4	CO4
		(OR)		
	15.b.	Distinguish between Augmented Reality (AR) and Virtual Reality (VR) with examples.		

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	Compare the evolution of multimedia from traditional Indian art forms to modern digital media.	K2	CO5
2	17	Explain the elements and principles of design with suitable examples.	K2	CO4
3	18	Identify the difference between Linear and Non Liner editing process with relevant examples.	K3	CO5
4	19	Examine the types, principles, and techniques of animation with examples.	K4	CO5
5	20	Determine the relevance of user experience in the era of AI (Artificial Intelligence) and design.	K5	CO4

Z-Z-Z

END