

KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E02803

Course Code: 24UMVC31

UG Degree - End Semester Examinations, April 2026

Third Semester

B.Sc., VISUAL COMMUNICATION

Multimedia Production

(For those who joined in July 2024 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1 1. The smallest unit of digital data is called
K:1 (a) Bit (b) Byte
(c) Pixel (d) Hertz
- CO:3 2. Which of the following is a raster graphic format?
K:1 (a) SVG (b) PNG
(c) EPS (d) AI
- CO:3 3. The process of reducing file size while maintaining quality is
K:2 known as
(a) Compression (b) Rendering
(c) Conversion (d) Encoding
- CO:2 4. CG Standards and Formats include:
K:2 (a) JPEG, PNG (b) MPEG, AVI
(c) OpenGL, DirectX (d) BMP, TIFF
- CO:3 5. The card responsible for rendering 3D graphics in a computer
K:2 system is
(a) Sound Card (b) Video Card / GPU
(c) Network Card (d) RAID Card
- CO:4 6. The principle of animation that involves “in-betweening” frames
K:2 is called
(a) Keying (b) Tweening
(c) Masking (d) Rotoscoping

- CO:4 7. A popular stop-motion animation example is
K:2 (a) Toy Story (b) Lion King
(c) Frozen (d) Coraline
- CO:5 8. Audio quality is generally measured in
K:2 (a) Pixels (b) Bitrate & Sample Rate
(c) DPI (d) Frame Rate
- CO:5 9. Which format integrates video, sound, text and interactivity?
K:1 (a) DOCX (b) MP3
(c) MP4 (d) PDF
- CO:5 10. A podcast is best described as
K:2 (a) A live broadcast only (b) A digital audio program available on-demand
(c) A music album (d) A video-only file

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

- CO:1 11. (a) Explain the basics of digital technology – bit, byte, binary,
K:3 digital vs analog.

(OR)

- (b) Discuss the role of operating systems in multimedia production.

- CO:3 12. (a) Analyze vector vs raster graphics with examples.

K:4 **(OR)**

- (b) Examine compression and conversion techniques used in multimedia.

- CO:2 13. (a) Discuss CG application areas such as gaming, simulation,
K:3 virtual reality.

(OR)

- (b) Explain multimedia hardware components (CPU, GPU, input/output devices).

- CO:3 14. (a) Examine principles of raster graphics – resolution, pixels,
K:4 color depth.

(OR)

(b) Analyze graphics accelerators and their role in image processing.

CO:5 15. (a) Categorize the podcasting tools and platforms.

K:4

(OR)

(b) Analyze integration of multiple formats (sound, video, text) in multimedia projects.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

CO:1 16. (a) Analyze the components of computer architecture (CPU, memory, storage, buses).

K:4

(OR)

(b) Examine how digital technologies and operating systems support multimedia production.

CO:2 17. (a) Explain the major CG standards (OpenGL, DirectX, VRML) and evaluate their importance in ensuring cross-platform compatibility.

K:4

(OR)

(b) Compare the different multimedia operating systems and their features (Windows, macOS, Linux).

CO:3 18. (a) Demonstrate principles of 2D image creation, including raster graphics pipeline, resolution, color models.

K:4

(OR)

(b) Investigate the architecture of graphics and video cards and examine how GPU memory and processing power impact multimedia performance.

CO:4 19. (a) Critique the principles of animation – frame animation, masking, keying, rotoscoping, stop-motion.

K:5

(OR)

(b) Design and outline compositing workflow with examples from film or advertising production.

CO:5 20. (a) Integrate the audio and video standards, recent developments and their integration in multimedia projects.

- (b) Create a detailed podcast production plan by designing the steps for scripting, recording, editing and publishing.