

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH IT

3RD YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR KISII CAMPUS-PART TIME

COURSE CODE: SCS 310

COURSE TITLE: MULTIMEDIA AND GRAPHICS

EXAM VENUE: STREAM: (BBA-IT)

DATE: EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions
- 2. Candidates are advised not to write on the question paper.
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.

QUESTION ONE (30 MARKS)

a) Define the term 'multimedia' and explain the two categories of multimedia.

(6 Marks)

b) Describe the three factors affecting legibility of text.

- (6 Marks)
- c) Explain any four sound editing operations used in multimedia operations. (4 Marks)
- d) Describe the five components that work together to create colour on your computer.

(5 Marks)

- e) Define Video editing and explain the two types of video editing.
- (6 Marks)

f) Explain any three applications of multimedia.

(3 Marks)

QUESTION TWO (20 MARKS)

- a) Define the term 'font' and explain any four guidelines that will help a user in choosing appropriate fonts. (10 Marks)
- b) Explain any five important features of advertising using text elements. (10 Marks)

QUESTION THREE (20 MARKS)

- a) What do you understand by the term 'digitizing'? explain any four types of digital audio file formats. (10 Marks)
- **b)** Explain the categories of the Devices used to capture, store and access sound and describe the 3 major components of an audio recording system. (10 Marks)

OUESTION FOUR (20 MARKS)

- a) What is a resolution? Describe the four Categories of Digital Graphics. (10 Marks)
- b) Explain the difference between Windows Image Files and Catalog Files and discuss any three Benefits of Catalog Files. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) What are digital display standards? Discuss about any four of the digital display standards. (10 Marks)
- b) Discuss any five factors you must consider when Recording and shooting videos.

(10 Marks)