# JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

## SCHOOL INFORMATICS AND INNOVATIVE SYSTEMS

## UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

### 3RD  YEAR 1ST  SEMESTER 2013/2014 ACADEMIC YEAR

# CENTRE: KISUMU

**COURSE CODE:  SCS 310**

**COURSE TITLE:  MULTIMEDIA AND GRAPHICS**

**EXAM VENUE:  AH**                          **STREAM: BBA HRM & FINANCE**

**DATE:  4/12/2013**                          **EXAM SESSION:  9.00 – 11.00 AM**

**TIME:  2 HOURS**

## Instructions:

1. Answer question 1 (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**

(a) Define multimedia and provide different areas of hypermedia applications.     (8 marks)

(b) List the elements of multimedia.                                              (6 marks)

(c) Enumerate the different applications of multimedia.                           (6 marks)

(e) Describe the different stages of multimedia software development.             (10 marks)


**Question Two**

It is a very difficult process to choose the fonts to be used in a multimedia presentation.  Discuss the guidelines which help to choose a font in a multimedia presentation.             (20 marks)


**Question Three**

The process of creating MIDI music is quite different from digitizing existing audio. To make MIDI scores, however you will need sequencer software and a sound synthesizer.  The MIDI keyboard is also useful to simply the creation of musical scores. An advantage of structured data such as MIDI is the ease with which the music director can edit the data.

   (a) Explain the circumstances that A MIDI and Digital Audio file will be used. (12 marks)
   (b) Explain Multimedia Authoring and different authoring tools.                (8 marks)


**Question Four**
   (a) Explain multimedia compression, its objectives and reasons.               (14 marks)
   (b) Highlight the formats and standards for the different multimedia data.      (6 marks)


**Question Five**
   (a) Describe the different elements and components of multimedia systems.    (12 marks)
   (b) What are the challenges of Multimedia and how are they addressed?        (8 marks)