



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR BUSINESS

ADMINISTRATION WITH IT/ BED – ARTS/SCIENCE

3TH YEAR 1 SEMESTER 2016/2017 ACADEMIC YEAR

COURSE CODE: SCS 310

COURSE TITLE: MULTIMEDIA AND GRAPHIC

EXAM VENUE:

STREAM: BBA FINANCE /SCM / BED-ARTS/ BED SCI

DATE:

EXAM SESSION:

TIME: 2 HOURS

INSTRUCTIONS

- 1. Answer Question 1 (Compulsory) and ANY other TWO 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) What is meant by the terms static media and dynamic media? Give two examples of each type of media (4mks)**
- b) Explain the relevance of compression with respect to multimedia on Internet (6mks)**

- c) Differentiate between Analog sound and digital audio **(4mks)**
- d) Explain how multimedia authoring paradigm tools are used in multimedia applications **(6mks)**
- e) What is meant by the terms multimedia, hypermedia and hypertext? **(6mks)**
- f) Define the following terms as used in multimedia **(4mks)**
- i. Multimedia
 - ii. Hypermedia
 - iii. Static media
 - iv. Dynamic media

QUESTION TWO (20 MARKS)

- a) What is the difference between analog and digital video **(4 marks)**
- b) What features should be considered when choosing a multimedia authoring tool. **(4 marks)**
- c) Discuss the differences between Spatial and Temporal compression in the context of JPEG and MPEG **(5 marks)**
- d) Explain the stages for making multimedia project application **(7 marks)**
- e) State the Nyquist sampling theorem **(2 Marks)**

QUESTION THREE (20 MARKS)

- a) Define term Animation **(2 marks)**
- b) Describe the basic 2D animation and 3D animation. **(4 marks)**
- c) Give difference between **BITMAPS** and **VECTOR GRAPHICS** in multimedia applications **(2 marks)**
- d) State **TWO** issues of functionality need to be provided in order to effectively use a wide variety of media in Multimedia applications **(2 marks)**
- e) Briefly describe five ways in which content can be formatted and delivered in a Multimedia Authoring System. **(8 marks)**

QUESTION FOUR (20 MARKS)

- a) Discuss any two ways in which sound can be used in the development of a multimedia presentation for learners in lower primary schools **(4mks)**
- b) Discuss giving advantages and disadvantages lossy and lossless compression **(8mks)**
- c) Using simple illustrations/diagrams describe the principle that makes animation possible **(4mks)**

- d) Giving relevant examples, describe any two web based multimedia applications available in today's world(4mks)

QUESTION FIVE (20 MARKS).

- a) Graphics play an important role in multimedia presentations and is one of the most popular and main elements used in the development of multimedia applications. Discuss giving relevant examples how application of graphics in education has improved teaching and learning in schools. (12mks)
- b) Angela, a social worker based in Kibera slums is preparing to make a presentation in front of potential donors and volunteers. As a multimedia specialist, advise Angela on the elements she could incorporate in her presentation to gain attention of the audience (8mks)