

SEAT NO: \_\_\_\_\_

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**SARDAR PATEL UNIVERSITY**  
**BBA(ISM)(CBCS) - EXAMINATION, 1<sup>ST</sup> SEMESTER**  
**SUBJECT: Multimedia and Application-I**  
**SUBJECT CODE: UM01DBBS23**  
Thursday, 1<sup>st</sup> November 2018

TIME: 02:00P.M To 4:00P.M

TOTAL MARKS: 60

- Q:1 (A) What is Multimedia? Explain basic Elements of Multimedia. [8]  
(B) Explain Approach of Multimedia in Detail. [7]

OR

- Q:1 (A) What is Multimedia? Explain scope of Multimedia in Detail. [8]  
(B) Discuss Mediums of Delivery in Multimedia and also Explain Types of Multimedia. [7]

- Q:2 (A) List all Connecting Devices and Explain SCSI in Detail. [8]  
(B) Give list of various Input Devices and Explain any Five in Detail. [7]

OR

- Q:2 (A) What is memory and storage Devices? Give list and Explain in brief. [8]  
(B) Explain OCR Software in Detail. [7]

- Q:3 (A) Explain the painting and Drawing Tools of Multimedia in Detail. [8]  
(B) Explain hypertext and hypermedia in Detail. [7]

OR

- Q:3 (A) Explain Text Editing and Word Processing Tools in Detail. [8]  
(B) How can we use text in Multimedia? Explain in Detail. [7]

- Q:4 (A) Explain audio File Format in Detail. [8]  
(B) Explain Editing of Digital Recording in Detail [7]

OR

- Q:4 (A) Give the Difference between MIDI & Digital audio. [8]  
(B) Explain Multimedia System and Sound in Detail. [7]

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