



جامعة السلطان الشريف علي الإسلامية
UNIVERSITI ISLAM SULTAN SHARIF ALI
SULTAN SHARIF ALI ISLAMIC UNIVERSITY

مركز تنمية العلوم واللغات

Centre for the Promotion of Knowledge and Languages
Semester I, 2016/2017 Academic Session

FINAL EXAMINATION QUESTION PAPER

Course Code : PG 3104
Course Name : APPLIED MULTIMEDIA 2016/2017
Course Level : YEAR 3 STUDENTS

Time allowed

3 Hours

Instructions

- Answer **ALL** Questions on **Section A**, **Section B** and **Section C**
- Answer **TWO** Questions on **Section D**
- You must answer the questions on the ANSWER SHEETS provided

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 100.

Section A: Fill in the Blanks (10 Marks)

Answer the questions on the answer sheet provided

- 1) The type of multimedia programmed to allow the user to control how or when the presentation's elements are presented is called _____.
- 2) The software tools that to connect multimedia elements together and proved user interactions are _____ tools.
- 3) The composite of visual elements in a presentation that are shown to a user on a monitor is the program's _____.
- 4) The hardware and software used to present the multimedia is the _____.
- 5) The devices used for reading and making CDs and DVDs are called _____.
- 6) Large blank areas intentionally included in visual designs are called _____.
- 7) The computer process that creates a soft transition between the letter and the background is called _____.
- 8) Text that has words, sections or thoughts are linked together with clickable spots called _____.
- 9) The part of a letter such as "g" and "y" that is below the baseline is the _____.
- 10) The collection of symbols used to represent the alphabet of a language is called a(n)_____.

Section B: Multiple Choice Questions (20 Marks)

Answer (A, B, C, D, E, F) on the answer sheet provided

- 1) Multimedia distributed over wires, glass fiber, or airwaves on a network requires large amounts of:
 - a. disk space
 - b. bandwidth
 - c. overhead
 - d. processing power

- 2) Online or computer-assisted education is called:
 - a. e-learning
 - b. hypereducation
 - c. cyberteaching
 - d. i-school

- 3) Multimedia in which a presentation continues from beginning to end is:
 - a. hierarchical
 - b. interactive
 - c. hypermedia
 - d. linear

- 4) What does the "D" in DHTML stand for?
 - a. Decimal
 - b. Distributed
 - c. Dynamic
 - d. Digital

- 5) What does the "X" in XML stand for?
 - a. Mixed
 - b. Cross-platform
 - c. Extensible
 - d. Exclusive

- 6) What does the term "environment" usually refer to in multimedia development?
 - a. the hardware and software the project will run on
 - b. the professional climate of the company that develops the project
 - c. Telelearning
 - d. WiFi-High

- 7) The technology widely used to join students from different locations is called:
- Educhat
 - Interactive TV
 - Telelearning
 - WiFi-High
- 8) The melding together of computer-based multimedia with entertainment and games is often referred to as:
- synthesis
 - integration
 - convergence
 - entermedia
- 9) Some DVDs have a capacity up to four times that of others. They do this by:
- using a different type of laser
 - using narrower tracks
 - using multiple layers
 - using data compression
- 10) The programs used to view web content are called:
- platforms
 - plug-ins
 - eReaders
 - browsers
- 11) It is estimated that what percentage of the world's information that is stored on computers is in English?
- 32 percent
 - 48 percent
 - 65 percent
 - 80 percent
- 12) SMS stands for:
- Short Message Service
 - Social Management Scheme
 - Some More Spam
 - Silicon MetaStrata
- 13) One point is what fraction of an inch?
- $\frac{1}{32}$
 - $\frac{1}{64}$
 - $\frac{1}{72}$
 - $\frac{1}{96}$

- 14) The process of converting a mathematical representation of a letter to the screen or printed output is called:
- a. leading
 - b. rasterizing
 - c. multiplexing
 - d. rendering
- 15) What is the collection of measurements applied to individual characters called?
- a. character metrics
 - b. dots per inch
 - c. multiplexing
 - d. rendering
- 16) The individual conceptual elements that are connected in hyperlinked documents are called:
- a. sites
 - b. chunks
 - c. modules
 - d. nodes
- 17) Apple iPad, Barnes & Noble Nook and Kindle are all examples of:
- a. netbooks
 - b. eReaders
 - c. plug-ins
 - d. browsers
- 18) The space between lines of text is called:
- a. textfing
 - b. kerning
 - c. leading
 - d. aliasing
- 19) What is the following navigation technique called? Home>Store>Home & Garden>Patio & Grilling> Gas Grills & Accessories>Gas Grills>Burners
- a. tracking
 - b. breadcrumbs
 - c. hyperlinking
 - d. sequencing

20) What does DPI stand for?

- a. dots per inch
- b. design parameter instance
- c. digital process interactions
- d. decimal point index

Section C: Explain the definition (30 Marks)

Answer on the answer sheet provided

- 1) Fonts
- 2) Web Site
- 3) Digitally Manipulated
- 4) Interactive Media
- 5) Hypermedia
- 6) Multimedia Developers
- 7) Multimedia Project
- 8) Multimedia Title
- 9) Hypertext Markup Language (HTML)
- 10) Dynamic HTML

Section D: Essay Questions answer **TWO question ONLY** (40 Marks)

Answer the questions on the answer sheet provided

- 1) Briefly discuss the history and future of multimedia. How might multimedia be used to improve the lives of its users? How might it influence users in negative ways? What might be its shortcomings?
- 2) You are a marketing director for a small telecommunications company. You are considering using multimedia to market your company's product. Put together an outline detailing the benefits and drawbacks of using a CD-ROM presentation, a multimedia web site, or a television advertisement.
- 3) Multimedia is shifting from being localized (contained on a CD-ROM) to being distributed (available on the World Wide Web). What are some of the implications of this? Who will have access to the presentation? How will you keep it secure? How will you distribute it?
- 4) Discuss the problems encountered using text across computer platforms and in different languages.
- 5) Discuss the differences among multimedia, interactive multimedia, hypertext, and hypermedia.

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ANSWER SHEET

Section A: Fill in the Blanks

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Section B: Multiple Choice Questions

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Section C: Explain the definition

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