K25FY3146 Pages: 2 Reg No:.....
Name:.....

Third Semester FYUGP Degree (Reg) Examination
NOVEMBER 2025
KU3DSCJMC201 - INTRODUCTION TO MULTIMEDIA
2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. What are analogous colours? Provide usage examples.
2. What is colour sense
3. Define multimedia integration and its importance.
4. How has multimedia affected print media?
5. How does multimedia enhance music production?
6. What are Instagram's key features?
7. List key features of social media platforms.
8. What are future trends in social media?

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Elaborate on the importance of interactivity for maintaining user interest in multimedia applications.
10. Formulate your own explanation of why multimedia is considered more powerful than single-media communication.
11. Discuss how multimedia tools are used in marketing and advertising to capture consumer attention.
12. Discuss the core features of social media that make it different from traditional media.
13. Explain how a lack of digital literacy contributes to widening the digital divide.
14. Discuss the role of geographical and infrastructure limitations in creating digital gaps.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Evaluate the importance of copyright, trademarks, and intellectual property rights in protecting multimedia creators and their work. Why are these legal protections essential?

16. Compare the future potential of Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) in multimedia. Which of these technologies do you think will have the most influence, and why?

17. Evaluate the importance of colour psychology and symbolism in multimedia advertising. How do colours affect emotions and influence consumer behaviour?

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