

**C-4170**

**Sub. Code**

**83811**

**M.Sc. DEGREE EXAMINATION**  
**MULTIMEDIA**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**First Semester**  
**INTRODUCTION TO COMMUNICATION**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is group Communication?
2. Name any two models of communication.
3. Write jingles for a radio programme?
4. What is radio interview?
5. Define mass media.
6. Define News value.
7. Define E-banking.
8. What is radio journalism?

9. Define advertising.
10. Write about AM and FM in radio.

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Give a detailed account of the various programs and their production in radio.

Or

- (b) Write a short note of public relation.

12. (a) Outline any two theories of mass communication.

Or

- (b) State the role of journalism in Indian Society.

13. (a) What is chronological news story structure?

Or

- (b) Write a short note on Shannon and Weaver model.

14. (a) Describe the steps involved in advertising campaign.

Or

- (b) What is press council of India?

15. (a) How short film are made? Discuss the process of film production in short.

Or

- (b) Write about different pages of a newspaper.

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) “Advertising is the back bone of any mass media” – Explain the importance of advertisement in reference to the above statement.

Or

- (b) Discuss the meaning, nature and scope of public relations.
17. (a) Write a brief note on differentiation between Verbal and Non-verbal communication.

Or

- (b) Explain the concept of citizen journalism.
18. (a) Define communication and discuss the various types and level of communication.

Or

- (b) Discuss the elements of radio programmes in detail.
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**C-4172**

**Sub. Code**

**83813**

**M.Sc. DEGREE EXAMINATION**  
**MULTIMEDIA**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**First Semester**  
**GRAPHIC DESIGNING**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Comment on Logo.
2. What is gradient fill?
3. What do you mean by rasterization?
4. Write a note on Opacity Mask.
5. Write any two advantages of using Live Trace.
6. Draw a live paint tool and write its uses.
7. What is CMYK?
8. Comment on Book Design.
9. Write a note on PDF.
10. What do you mean by wrapping text?

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Design a Logo for your department and explain the elements.

Or

- (b) How do you design a flyer for your course?

12. (a) Design an Advertisement for a product of your choice.

Or

- (b) Write the advantages of using Poster for creating awareness about Health care.

13. (a) Design a menu card for a Vegetarian Restaurant.

Or

- (b) Write the importance of packaging in Graphic Design.

14. (a) Explain the process of creating a newsletter for Alagappa University.

Or

- (b) How do you design a Master Page for a Book?

15. (a) Explain the editing tools with examples.

Or

- (b) How do you synchronize the book documents?

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) White space is not your enemy while you design an Advertisement – Justify.

Or

- (b) Compare raster and vector graphics images with examples.

17. (a) Design a poster about your course with illustration in the place of photographs.

Or

- (b) Design a Book Wrapper of your choice.

18. (a) Graphic Design plays a vital role in the Digital Age – Discuss.

Or

- (b) Explain the importance of typography, Colour and illustrate in the Graphic Design.

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**C-4174**

**Sub. Code**

**83821**

**M.Sc. DEGREE EXAMINATION**  
**MULTIMEDIA**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Second Semester**  
**2D GRAPHICS AND ANIMATION**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is line action?
2. List the importance to study human anatomy.
3. Define animation.
4. What is cel animation?
5. What is overlapping in animation?
6. What mesh?
7. What is caricature?
8. What is computer graphics?
9. What is pivot point?
10. What is audio production?

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the animal anatomy with example.

Or

- (b) Short note on : Character appeal, Bird's anatomy.

12. (a) What is computer graphics and write a note on the leading software used in industry?

Or

- (b) Explain four leg walk cycle with the key frame sketching.

13. (a) Explain the frame by frame animation.

Or

- (b) Explain in detail on panning and staging process in animation.

14. (a) Discuss the importance of sack animation give examples.

Or

- (b) Explain a jump animation poses with diagram.

15. (a) Explain the importance of audio production process in a movie.

Or

- (b) Explain the audio output file formats.

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the principles of animation.

Or

- (b) Write a male and female anatomy with diagram.

17. (a) Explain the working process of 2d project.

Or

- (b) Write short notes on : aesthetic appeal, Target Audience, Visualizing body forms in flow lines.

18. (a) Write a brief note on lip sync and matching the audio for your animation film.

Or

- (b) Write a brief note on acting for animation.
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**C-4175**

**Sub. Code**

**83822**

**M.Sc. DEGREE EXAMINATION**  
**MULTIMEDIA**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Second Semester**  
**3D DESIGN TECHNIQUES**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is live action?
2. List the importance to study human anatomy.
3. What is bluepring in 3D?
4. What is rigging?
5. What is spline?
6. What is meash in 3D?
7. What is texture?
8. What is extruding a model?
9. Define Animation.
10. What is scan line rendering?

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Describe the steps involved in editing a 3D object with an example.

Or

- (b) Explain the duplicating (cloning) procedure of a 3D object.

12. (a) Explain the difference between polygon and mesh in 3D.

Or

- (b) Explain the steps in mirroring an object with examples.

13. (a) List out the types of shading materials.

Or

- (b) Explain the steps involved in texturing a robot.

14. (a) What is constraints? Explain with example.

Or

- (b) Discuss the types of constraints.

15. (a) Explain the photometric light and quote examples. Where it is used?

Or

- (b) Explain the camera tracking process.

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the time slider bar with a good sketch.

Or

- (b) Write a brief note on graph editor and its importance.

17. (a) Explain the types of animation.

Or

- (b) Write an essay on animation industry and its growth in future with suitable examples.

18. (a) Short notes on : omni light, spot light and ambient light and discuss its usage.

Or

- (b) Explain the process of rendering a model step by step and highlight the importance of render engine.

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**C-4176**

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**83823**

**M.Sc. DEGREE EXAMINATION**  
**MULTIMEDIA**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Second Semester**  
**MOTION GRAPHICS**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Motion Graphics.
2. Define animation.
3. What is composting?
4. What are effects in animation?
5. What is rendering?
6. What is spline?
7. What is 2D tracking?
8. List four video formats.
9. Define audio production.
10. Define masking.

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Describe the composting techniques.

Or

- (b) Explain the process of creating a project window.

12. (a) Explain the rotoscopy process with the usages.

Or

- (b) Describe about rendering and exporting files.

13. (a) Illustrate the interface of the software you use for motion graphics.

Or

- (b) Explain the need of motion graphics in upcoming animation industry.

14. (a) What is camera tracking and graphics in upcoming animation industry?

Or

- (b) Exemplify the role of motion graphics in corporate presentation.

15. (a) Write down the process on creating and navigating a text layer.

Or

- (b) Explain the different types of spline control.

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain motion graphics in detail with reference to animation process.

Or

- (b) Write detail note on animation key frame and color.

17. (a) Explain detail making and tools for it.

Or

- (b) Write the functions of tracking and stabilizing footage.

18. (a) Write detail about typography animation.

Or

- (b) Explain the importance of 2D tracking and rotoscoping.

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**C-4177**

**Sub. Code**

**83827**

**M.Sc. DEGREE EXAMINATION**  
**MULTIMEDIA**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Second Semester**  
**DIGITAL CINEMATOGRAPHY**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a Mood Board?
2. What is FPS?
3. Define Shutter Speed.
4. What is an illusion?
5. What is POV?
6. What is the use of an editing report?
7. What is the use of Light meter?
8. Define Hue.
9. What is the Purpose of ND Filters?
10. What is Jib?

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Compare and contrast one point perspective and two line perspective with neat sketches.

Or

- (b) Explain the significance of story board in cinematography.

12. (a) What are the characteristics of the camera lens? Explain in detail.

Or

- (b) Write a short note on illusion of depth.

13. (a) Explain about the different types of angles with sketches.

Or

- (b) Explain the importance of Composition in cinematography.

14. (a) Give the purpose and importance of lighting in film making.

Or

- (b) What is the difference between high key lighting and low key lighting?

15. (a) Write a short note on the different types of filters.

Or

- (b) Write a note on reflectors and its uses.

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain in detail about the different elements of composition.

Or

- (b) Write in detail about the different types of camera and their advantages.

17. (a) Explain key point lighting in detail with neat diagrammatic representation.

Or

- (b) Explain creating a rhythm in camera movements and explain how to maintain it.

18. (a) Explain in detail about the various camera accessories and their uses.

Or

- (b) Write short note on :

- (i) Types of lenses  
(ii) Field of view.

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**C-4182**

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**83841**

**M.Sc. DEGREE EXAMINATION**  
**MULTIMEDIA**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Fourth Semester**  
**RESEARCH METHODOLOGY**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is sampling error?
2. What is meant by scientific method?
3. Define Sample.
4. What are the basic sources of data collection?
5. Define Hypothesis.
6. List the types of hypothesis.
7. Define experimental research.
8. What do you understand by structured questionnaire?

9. How criticism in games is important?
10. Define the term “Central tendency”.

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Briefly explain the process of Research.

Or

- (b) What are the features of good research?

12. (a) Explain the process of designing a questionnaire.

Or

- (b) Write the advantages and disadvantages of secondary data.

13. (a) What are the characters of hypothesis?

Or

- (b) What is probability and non-probability sampling?

14. (a) Explain the types of research report.

Or

- (b) Write a brief note on computer ethics.

15. (a) What is interpretation of data? Explain its significance.

Or

- (b) What is research problem? Explain the steps in formulating the research problem.

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Differentiate between qualitative and quantitative research.

Or

- (b) Compare Probability and Non Probability sampling techniques.

17. (a) Explain the various stage for preparing the data for research analysis.

Or

- (b) What is a report and explain its purpose in research?

18. (a) Explain the various sources of developing hypothesis.

Or

- (b) What are the essentials of a good research design?
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**C-4183**

**Sub. Code**

**83842**

**M.Sc. DEGREE EXAMINATION**  
**MULTIMEDIA**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Fourth Semester**  
**ADVANCED COMPOSITING TECHNIQUES**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define compositing.
2. Write a short note on 3D.
3. What do you meant by modifiers?
4. List out few prominent software for compositing.
5. How is layer useful in compositing?
6. Comment on midtones.
7. What do you meant by texture?
8. What is navigation?

9. Give your views about environment lighting.
10. Write a note on match moving.

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain about 3D interface navigation.  

Or

(b) Outline the different types of node graphs.
12. (a) What do you mean by keying and explain how does it help in compositing?  

Or

(b) Compare between IBK gizmo and IBK color.
13. (a) What is tracking? Mention few tracking techniques.  

Or

(b) Explain about the role of wire removal process.
14. (a) Describe about camera projection techniques.  

Or

(b) What do you mean by rendering and its role in compositing?
15. (a) Explain the different types of material nodes.  

Or

(b) What is the role of VFX artist in compositing?

**Part C**

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the various essential tools for advanced compositing.

Or

- (b) Explain the role of rotoscoping in film marking with few examples.

17. (a) Discuss about the color correction process.

Or

- (b) Demonstrate the process of advanced compositing with commonly used tools.

18. (a) What do you meant by multi cameras setup? How does it help in compositing?

Or

- (b) Discuss the process of using match moving for live footages.

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