

**C-7702**

**Sub. Code**

**83513**

**B.Sc. DEGREE EXAMINATION, APRIL 2026.**

**First Semester**

**Media Technology**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ also known as auto communication in which communication is with oneself or self-to-self communication.
  - (a) Verbal communication
  - (b) Nonverbal communication
  - (c) Intrapersonal communication
  - (d) Interpersonal communication
  
2. \_\_\_\_\_ is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, use of objects and body language.
  - (a) Verbal communication
  - (b) Nonverbal communication
  - (c) Intrapersonal communication
  - (d) Interpersonal communication

3. \_\_\_\_\_ emphasizes that communication is not a one-way, static process but rather a complex, ongoing interaction between people.
- (a) Dance's helical      (b) Laswell's  
(c) Two step flow      (d) SMCR
4. \_\_\_\_\_ is the study of meaning, signs and symbols used for communication.
- (a) Pragmatic      (b) Technical  
(c) Verbal      (d) Semantics
5. \_\_\_\_\_ is a concept used in visual arts and design that explains how colours interact with each other and how they can be combined to create certain feelings, moods, and reactions.
- (a) Colour wheel  
(b) Colour psychology  
(c) Colour harmony  
(d) Colour theory
6. Which of the following best describes visual thinking
- (a) Organizing thoughts into written paragraphs  
(b) Using mental images and visuals to process and solve problems  
(c) Relying solely on auditory information to understand concepts  
(d) Focusing only on text to interpret information

7. \_\_\_\_\_ is the study of the use of symbolic communication which include signs, logos, gestures, and other linguistic and non-linguistic communication methods.
- (a) Semiotics                      (b) Linguistic  
(c) Verbal                              (d) Semantics
8. \_\_\_\_\_ relationship involves a sequence of signs that together create meaning.
- (a) Syntagmatic                      (b) Paradigmatic  
(c) Non- syntagmatic (d) Non paradigmatic
9. \_\_\_\_\_ model of communication suggesting that an intended message is directly received and wholly accepted by the receiver.
- (a) Gratification model  
(b) Hypodermic needle model  
(c) Epidermic model  
(d) Nonratification model
10. \_\_\_\_\_ is a form of mass media that needs electronic energy to create and distribute informative or entertaining content in the form of audio, visual, written, or audio-visual etc
- (a) Print media  
(b) Digital media  
(c) Electronic media  
(d) Traditional media

**Part B**

(5 × 5 = 25)

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

11. (a) List the various barriers to communication.

Or

- (b) Define visual communication and explain its importance in conveying messages.

12. (a) Describe the SMCR model of communication in detail. Discuss its components with examples

Or

- (b) How is Lasswell's model useful in analysing mass communication? Discuss its components & limitation's.

13. (a) Differentiate between paradigmatic and syntagmatic aspects with examples from visual media.

Or

- (b) What is colour psychology, and why is it important in visual communication?

14. (a) Define the relationship between culture and communication with examples.

Or

- (b) Analyze the role of global media & cross-cultural communication. Discuss opportunities and challenges.

15. (a) Discuss the primary functions of mass media. Provide examples to support your arguments.

Or

- (b) Brief on Gratifications theory of mass media.

**Part C**

(5 × 8 = 40)

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

16. (a) Define mass communication and its key characteristics. What is intercultural communication, and why is it important in a globalized world?

Or

- (b) Enumerate the types of visual communication and briefly explain their uses.
17. (a) Discuss White's Gatekeeper theory. How does gatekeeping affect the flow of information to the public?

Or

- (b) Explain about Schramm's circular model and Whites gatekeeper theory.
18. (a) List the key stages of the design process and briefly explain each, discuss how visual thinking can be used to communicate complex ideas effectively.

Or

- (b) Discuss how visual thinking can be used to communicate complex ideas effectively through its techniques, tools, and material used.
19. (a) Analyze the role of semiotics in visual communication. How do signs and symbols contribute to conveying messages effectively?

Or

- (b) Enumerate the role of paradigmatic and syntagmatic aspects of signs with examples.

20. (a) Discuss the hypodermic needle theory and its relevance in understanding audience behaviour with examples.

Or

- (b) Explain the different types of mass media, including print, broadcast, and digital media. Discuss the features and advantages of each.
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**C-7704**

**Sub. Code**

**83523**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Second Semester**

**Media Technology**

**WEB DESIGNING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. When creating a new document for a web design project, which color mode should be used?
  - (a) CMYK
  - (b) RGB
  - (c) Grayscale
  - (d) LAB
  
2. How does a grid system benefit web design?
  - (a) It ensures a consistent layout and helps align elements
  - (b) It speeds up the website loading time
  - (c) It automatically generates content for the webpage
  - (d) It helps in creating responsive images

3. What is the primary function of the Magic Wand Tool?
  - (a) To draw freehand shapes
  - (b) To select areas of similar color with a single click
  - (c) To erase parts of an image
  - (d) To apply gradients
  
4. Which tool is used to add text to an image in most image editing?
  - (a) Brush Tool
  - (b) Type Tool
  - (c) Pen Tool
  - (d) Eraser Tool
  
5. Which CSS property is used to float an element to the left or right?
  - (a) align
  - (b) float
  - (c) position
  - (d) display
  
6. Which HTML element is typically used to create a sidebar section in a webpage?
  - (a) <section>
  - (b) <nav>
  - (c) <aside>
  - (d) <footer>

7. Which CSS property is commonly used to control the position of icons on a webpage?
- (a) font-size
  - (b) text-align
  - (c) position
  - (d) display
8. Which position value places an element relative to its nearest positioned ancestor?
- (a) static
  - (b) absolute
  - (c) fixed
  - (d) relative
9. To create a dropdown submenu in a navigation menu, which CSS property is typically used to initially hide the submenu?
- (a) visibility: hidden;
  - (b) display: none;
  - (c) opacity: 0;
  - (d) height: 0;
10. Which of the following is a vendor prefix for Mozilla Firefox?
- (a) -webkit-
  - (b) -moz-
  - (c) -o-
  - (d) -ms

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the key differences between print design and web design in terms of layout, color, and resolution.

Or

- (b) Describe the main components of the workspace in a typical image editing application and their functions.

12. (a) Explain how clipping masks are used in image editing applications. Provide an example of a scenario where a clipping mask would be beneficial.

Or

- (b) Compare and contrast the Magic Wand Tool and the Quick Selection Tool.

13. (a) Explain the CSS box model.

Or

- (b) Explain the use of the ID attribute in HTML.

14. (a) Describe how floating multiple elements works in CSS.

Or

- (b) Describe how defining the site architecture and content strategy can influence the design and functionality of a web site.

15. (a) Describe the steps involved in building a basic navigation bar using HTML and CSS.

Or

- (b) Discuss how to use flexbox to create a responsive navigation menu. Include a brief explanation and example code.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the importance of setting up guides and grids when creating a new document for web design.

Or

- (b) Describe the process of designing a mockup landing page. What key elements should be included and why?

17. (a) Outline the process of designing a web banner, including considerations for dimensions, resolution, and content.

Or

- (b) Explain how to use the Hue/Saturation command to change the color of a specific object in an image without affecting the rest of the image.

18. (a) Explain how to structure the content within the <body> element to create a well-organized webpage. Include a discussion on the use of semantic tags.

Or

- (b) Explain how to style a sidebar using CSS. Include how to position the sidebar and manage its responsiveness.

19. (a) Discuss the role of site management tools and techniques in web development.

Or

- (b) Describe the process of constructing a page outline for a website. What are the key elements that should be included in a page outline?

20. (a) Explain how to use CSS transitions and animations to enhance the appearance and usability of navigation submenus. Provide an example.

Or

- (b) Discuss the current relevance of vendor prefixes. Are they still necessary with modern browsers? Provide examples to support your answer.

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5. What is the function of aperture in a camera?
  - (a) Sets the color temperature
  - (b) Controls the brightness of the LCD
  - (c) Adjusts the amount of light entering the lens
  - (d) Focuses the image
  
6. Which lens is best suited for landscape photography?
  - (a) Fish eye lens      (b) Wide-angle lens
  - (c) Telephoto lens    (d) Macro lens
  
7. What is the purpose of a reflector in photography?
  - (a) To absorb light    (b) To diffuse light
  - (c) To bounce light    (d) To focus the image
  
8. Which light setup is commonly used to define facial features in portraits?
  - (a) Fill light only
  - (b) Backlight
  - (c) Key light and fill light
  - (d) Ambient light
  
9. What does the Hue/Saturation tool control?
  - (a) Image file size
  - (b) Brightness
  - (c) Color tone and intensity
  - (d) Focus
  
10. Which editing function is used to lighten shadows in an image?
  - (a) Tint                      (b) Temperature
  - (c) Recovery                (d) Fill light

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the key milestones in the history of cameras and their evolution.

Or

- (b) Describe how to properly handle a DSLR camera to avoid motion blur.

12. (a) What is the significance of symmetry and angle of view in portrait composition?

Or

- (b) Explain the use of foreground and background in enhancing photo composition.

13. (a) Write about the Exposure Triangle and how its three components affect a photo.

Or

- (b) Differentiate between wide-angle, macro, and telephoto lenses with their uses.

14. (a) Explain the working principle of a polarizing filter and its effect on outdoor photography.

Or

- (b) What are key light and fill light? How are they used in fashion photography?

15. (a) Describe how brightness, contrast, and hue adjustment can change the look of an image.

Or

- (b) Explain the importance of using layers while editing images in photo editing software.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the evolution of digital photography from film cameras to modern DSLRs with examples.

Or

- (b) Describe different image formats used in digital photography and their applications.

17. (a) Describe the Rule of Thirds, framing, and negative space with suitable photo examples.

Or

- (b) Explain how symmetry, background, and lighting temperature affect portrait photography.

18. (a) Illustrate the functions of aperture, shutter speed, and ISO with the help of the exposure triangle diagram.

Or

- (b) Explain the setup, equipment, and techniques involved in product photography.

19. (a) Discuss the lighting setup required for fashion photography including use of snoot, diffuser, and reflector.

Or

- (b) Describe environmental portrait techniques and their significance with examples.

20. (a) Explain the major functions of color correction tools like curves, levels, and hue/saturation in post-processing.

Or

- (b) Write a step-by-step procedure to design a photo album using layers and adjustment tools.

**C-7706**

**Sub. Code**

**83533**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Third Semester**

**Media Technology**

**INTERACTIVE ANIMATION TECHNIQUES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The following panels in animation software is typically used to manage and organize objects and layers in a scene is
  - (a) Timeline panel
  - (b) Properties panel
  - (c) Library panel
  - (d) Layers panel
  
2. Tool allows the user to define clickable areas in interactive animations is
  - (a) Shape Tool
  - (b) Button Tool
  - (c) Hit Area Tool
  - (d) Interactive Zone Tool
  
3. \_\_\_\_\_ is best suited for creating smooth, freehand lines in an animation
  - (a) Pen Tool
  - (b) Eraser Tool
  - (c) Brush Tool
  - (d) Pencil Tool

4. \_\_\_\_\_ is commonly used for creating complex vector shapes and Bezier curves.
- (a) Pen Tool                      (b) Eraser Tool  
(c) Brush Tool                      (d) Pencil Tool
5. The purpose of in-between frames in animation is to
- (a) Define major poses  
(b) Smooth transitions between keyframes  
(c) Add text annotations  
(d) Adjust the aspect ratio
6. What is the technique called where software automatically generates in-between frames?
- (a) Tweening                      (b) Motion tracking  
(c) Keyframing                      (d) Looping
7. What is a symbol in interactive animation
- (a) Tool for drawing shapes  
(b) Reusable asset stored in the library panel  
(c) Keyframe for character animation  
(d) Layer used for adding text
8. Which of the following blur filters creates a circular blur effect radiating from the centre?
- (a) Gaussian Blur                      (b) Motion Blur  
(c) Radial Blur                      (d) Directional Blur
9. The primary purpose of frame labels in interactive animation is
- (a) To name a layer in the timeline  
(b) To identify specific frames for navigation or scripting  
(c) To add comments to the timeline  
(d) To set the playback speed of the animation

10. The purpose of scripting in interactive animation is
- (a) To add interactivity and control over animations
  - (b) To define the frame rate of the animation
  - (c) To create static graphics
  - (d) To manage the color palette of the animation

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the role of the properties inspector in interactive animation techniques.

Or

- (b) Explain the process of previewing and publishing a movie.

12. (a) Summarize the role and significance of shapes and strokes.

Or

- (b) Discuss the importance and functionality of the brush, pencil, and free / transformation tools.

13. (a) Explain the concepts of animation and its importance.

Or

- (b) Brief the role of shape tweening.

14. (a) Discuss the role of symbols and its advantages in interactive animation techniques.

Or

- (b) Explain the role and significance of the blur filter.

15. (a) Explain the role of scripting technology in interactive animation techniques.

Or

- (b) Discuss the key components, design considerations, and animation techniques required to make the recipe book engaging and user-friendly.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the importance of Stage Properties in interactive animation techniques.

Or

- (b) Brief the significance of tool panel in interactive animation techniques.

17. (a) Explain the role and significance of fills, and shape contours.

Or

- (b) Discuss the importance and functionality of the sub selection, pen tools.

18. (a) Explain the concepts of keyframes, in between frames, layers in animation.

Or

- (b) Elaborate the concepts of classic tween in interactive animation techniques.

19. (a) Explain the role and significance and advantages of graphic symbols.

Or

- (b) Summarize the process of adding and animating captions in interactive animation techniques.

20. (a) Explain the concept and usage of the “Goto and Play” action and frame labels.

Or

- (b) Outline the concept of masking and the role of action script.

**C-7709**

**Sub. Code**

**83543**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Fourth Semester**

**Media Technology**

**NON LINEAR EDITING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What does non-destructive editing ensure?
  - (a) Permanent changes to media
  - (b) Low-quality export
  - (c) Original media remains untouched
  - (d) Linear workflow
2. What is the purpose of the Program View in a video editor?
  - (a) Displays raw footage
  - (b) Shows final edited sequence
  - (c) Adds effects to clips
  - (d) Records new footage
3. What is a slip edit used for?
  - (a) Adjust audio levels
  - (b) Move clips in the timeline
  - (c) Change In and Out points without moving the clip
  - (d) Delete the selected clip

4. The Title Safe Zone is used to:
  - (a) Compress the title
  - (b) Ensure text is visible on all screens
  - (c) Export faster
  - (d) Lower video resolution
5. What is the function of clip handles in transitions?
  - (a) Control playback speed
  - (b) Determine how much content is available before and after a cut
  - (c) Create new effects
  - (d) Export the sequence
6. Which window allows precise control over effects in most editing software?
  - (a) Color grading panel
  - (b) Source Monitor
  - (c) Effects Control Window
  - (d) Audio Mixer
7. What allows the visibility of timeline areas beyond a clip's In/Output points?
  - (a) Video codec
  - (b) Keyframe lock
  - (c) Timeline extension view
  - (d) Show/hide timeline beyond In/Out
8. Keyframes help in:
  - (a) Compressing video
  - (b) Marking edit points
  - (c) Controlling effects over time
  - (d) Exporting audio only
9. What does rendering do in a video editing process?
  - (a) Captures new footage
  - (b) Prepares a project for preview or final output
  - (c) Deletes unused clips
  - (d) Compresses audio only

10. Which component is essential for managing audio levels during editing?
- (a) Source View                      (b) Timeline  
(c) Audio Mixer                      (d) Title Tool

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the difference between linear and nonlinear editing systems.

Or

- (b) Define timecode and explain its importance in video editing.

12. (a) What is three-point editing? Describe its workflow.

Or

- (b) Write a short note on slip and slide edits with examples.

13. (a) How are transitions aligned using the drag method?

Or

- (b) Explain the use of the Effects Control Window in managing multiple effects.

14. (a) How do keyframes help in animating video effects?

Or

- (b) Explain how to remove all keyframes from a clip's effect.

15. (a) Write a short note on export settings for different video formats.

Or

- (b) What are video codecs? Mention any two and their use cases.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the role of non-destructive editing in professional video production.

Or

- (b) Explain the functions of the Source and Program Views in the editing interface.

17. (a) Describe the process of splitting a clip and working within the title and action safe Zones.

Or

- (b) Illustrate the workflow of using the Trim Window for refining edits.

18. (a) What are transitions? Discuss how to apply and manage transitions in a sequence.

Or

- (b) Describe how to animate and reorder effects using the Effects Control Window.

19. (a) Explain the role of keyframes in modifying video filters over time with examples.

Or

- (b) Write an essay on managing audio playback and filter changes using the timeline.

20. (a) Discuss rendering options and file export settings for various platforms.

Or

- (b) Explain the steps involved in creating a storyboard and exporting it with appropriate codec and compression formats.

**C-7710**

**Sub. Code**

**83544**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Fourth Semester**

**Media Technology**

**3D DESIGN**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What does the perspective view allow you to see in 3D modeling?
  - (a) Flat shapes
  - (b) Front only
  - (c) Depth and dimension
  - (d) Top view
2. In curve editing, what does the “Insert Knot” tool do?
  - (a) Deletes a curve
  - (b) Changes curve direction
  - (c) Adds detail to the curve
  - (d) Flattens the curve
3. What is the purpose of the polygon Boolean operation?
  - (a) Change color
  - (b) Cut or merge objects
  - (c) Animate texture
  - (d) Apply material

4. Which tool allows connecting two polygon edges or vertices?
  - (a) Mirror
  - (b) Append Polygon Tool
  - (c) Combine Tool
  - (d) Smooth Tool
5. What are NURBS curves mainly used for in modeling?
  - (a) Creating UV maps
  - (b) Defining smooth shapes and surfaces
  - (c) Lighting setups
  - (d) Camera animation
6. What is a Hyper shade used for in 3D applications?
  - (a) Scripting
  - (b) Texturing and material editing
  - (c) Rendering
  - (d) Rigging skeletons
7. What does FK (Forward Kinematics) control in animation?
  - (a) Motion blur
  - (b) Physics
  - (c) Joint rotations in a hierarchy
  - (d) Lighting reflections
8. What does the Graph Editor allow animators to do?
  - (a) Export models
  - (b) Render images
  - (c) Edit animation curves and timing
  - (d) Paint textures
9. What type of light emits light in all directions from a single point?
  - (a) Spot Light
  - (b) Ambient Light
  - (c) Directional Light
  - (d) Point Light

10. Which option allows rendering multiple frames automatically?
- (a) Snapshot Tool      (b) Graph Editor  
(c) Batch Rendering    (d) Trim Tool

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the differences between perspective and orthographic views in 3D modeling.

Or

- (b) Describe the steps to create and modify a curve using the curve editing tool.

12. (a) What is polygon reduction? Why is it important in modeling?

Or

- (b) Write a short note on subdivision surfaces and their applications.

13. (a) Describe how NURBS curves are used to create a simple tabletop prop.

Or

- (b) Explain the use of materials and textures in creating a realistic robot model.

14. (a) Define IK and FK and explain their differences with an example.

Or

- (b) Write a short note on keyframe editing and timeline management.

15. (a) What are the types of lights available in 3D design? Describe any two.

Or

- (b) Explain the concept of the safe title and safe action zones in camera view.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the entire 3D workspace and the process of moving and manipulating objects in a scene.

Or

- (b) Discuss curve creation and manipulation techniques, including attaching, detaching, and reversing curves.

17. (a) Explain the polygon modeling process in detail. Include tools like append, combine, and extrude.

Or

- (b) Describe surface stitching, rebuilding, and smoothing techniques with relevant examples.

18. (a) Write a detailed process of modeling a polygon robot using reference materials and hyper shade.

Or

- (b) Explain the workflow of texturing tabletop props using various texture maps.

19. (a) Explain the steps of rigging a basic character using joints, constraints, and skinning.

Or

- (b) Write an essay on traditional animation principles such as way; overlap, and key poses in digital animation.

20. (a) Discuss different rendering methods, file formats, and batch rendering process in detail.

Or

- (b) Explain how lighting and camera settings are used to convert a 3D scene into a 2D render-ready image.
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**C-7711**

**Sub. Code**

**83546**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Fourth Semester**

**Media Technology**

**ADVANCED ART**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the purpose of the line of action in figure drawing?
  - (a) Define color
  - (b) Add shading
  - (c) Indicate movement and posture
  - (d) Show proportions
2. What is the correct head count ratio for a standard male figure?
  - (a) 5 heads
  - (b) 6 heads
  - (c) 7.5–8 heads
  - (d) 9.5 heads
3. Which muscle is most visible on the front of the upper arm?
  - (a) Deltoid
  - (b) Trapezius
  - (c) Biceps
  - (d) Triceps
4. Which part of the face usually defines expressions most clearly?
  - (a) Nose
  - (b) Ears
  - (c) Eyes and eyebrows
  - (d) Chin

5. What is a key trait of a “mad/weird” character design?
  - (a) Balance and symmetry
  - (b) Predictable features
  - (c) Unusual proportions and exaggerated traits
  - (d) Minimal color use
6. What is meant by 3D visualization in character design?
  - (a) Texturing a flat image
  - (b) Coloring line art
  - (c) Drawing from multiple perspectives
  - (d) Editing photos
7. What is the function of a model sheet?
  - (a) To animate frame-by-frame
  - (b) To show character poses and views for reference
  - (c) To create backgrounds
  - (d) To draw only hands and feet
8. What do overlays and underlays help with in BG design?
  - (a) Shading only
  - (b) Creating depth and movement layers
  - (c) Color correction
  - (d) Audio syncing
9. What does “pose-to-pose” animation focus on?
  - (a) Spontaneous flow
  - (b) Real-time drawing
  - (c) Planning key positions first
  - (d) Drawing effects
10. What is concept art mainly used for?
  - (a) Adding shadows
  - (b) Representing lighting
  - (c) Illustrating mood and design vision
  - (d) Modeling characters

**Part B**

(5 × 5 = 25)

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

11. (a) What is foreshortening and how is it applied in action poses?

Or

- (b) Write short notes on male and female body proportions.

12. (a) Describe the process of drawing arms and legs inside and 3/4th view.

Or

- (b) How do different facial expressions reflect emotions? Give three examples.

13. (a) Mention the essential elements of effective character design.

Or

- (b) Differentiate between a villainous and humorous character with examples.

14. (a) What is a turnaround sheet and why is it important in animation?

Or

- (b) Explain the difference between overlay and underlay in background development.

15. (a) List the eight stages of a walk cycle with a brief explanation.

Or

- (b) What is the straight-ahead method of animation and when is it preferable?

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the process of constructing stick figures and developing them into -full-body action poses.

Or

- (b) Describe the anatomical differences between bird anatomy and animal anatomy with sketches or examples.

17. (a) Write an essay on muscle structure in the torso and its impact on figure drawing from multiple angles.

Or

- (b) Explain the techniques for drawing heads in various angles with facial features and expressions.

18. (a) Discuss how character design is influenced by purpose and target audience, using at least two contrasting examples.

Or

- (b) Describe the process of designing a prop and its integration into character or scene settings.

19. (a) Explain the steps in creating a model sheet, including character poses, front, side, and back views.

Or

- (b) Write about the role of lip sync in animation and how vowels and consonants are visualized.

20. (a) Describe the full workflow of a four-legged animal walk cycle with sketches or frame references.

Or

- (b) What is concept art? Discuss its purpose and how it supports game and animation development.

**C-7713**

**Sub. Code**

**83552**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Fifth Semester**

**Media Technology**

**DYNAMICS SIMULATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the function of the Particle Collision Event Editor?
  - (a) To create particles
  - (b) To manage collision responses
  - (c) To set particle lifespan
  - (d) To change emitter attributes
2. What does “Pre Point Emission Rate determine?”
  - (a) Particle lifespan
  - (b) Rate particle emission per frame
  - (c) Collision behavior
  - (d) Emitter position
3. What does the “Attenuation” attribute control in fields?
  - (a) Speed of the field
  - (b) Strength fall-off with distance
  - (c) Noise level
  - (d) Frequency of motion

4. Which field creates a swirling effect on particles?
  - (a) Radial
  - (b) Vortex
  - (c) Uniform
  - (d) Turbulence
5. Which tool is used to modify the deformation of soft bodies?
  - (a) Nail Constraint
  - (b) Paint Soft Body Weights Tool
  - (c) Spring Constraint
  - (d) Break Rigid Body Connections
6. What does "Set Active Key" do in rigid body simulation?
  - (a) Stops simulation
  - (b) Activate the body rigidity
  - (c) Breaks connections
  - (d) Deforms soft bodies
7. Which particle type represents individual points?
  - (a) Multipoint
  - (b) Points
  - (c) Sprites
  - (d) Multi-streak
8. What does "Lifespan PP" control in particles?
  - (a) Direction of particles
  - (b) Lifespan individual particles
  - (c) Particle velocity
  - (d) Color of particles
9. Which rendering method is used for particles like Blobby surfaces?
  - (a) Hardware rendering
  - (b) Software rendering
  - (c) Flipbook rendering
  - (d) Tube rendering

10. Which option renders an alpha sequence frame?
- (a) Bloppy surface
  - (b) Hardware render attribute
  - (c) Flipbook rendering
  - (d) Render alpha sequence

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the steps to use the Particle Collision Event Editor effectively.

Or

- (b) Compare “Instance (Replacement)” and “Sprite Wizard in particle customization.

12. (a) Explain the attributes Magnitude’ “Frequency,” and “Noise Level’ in turbulence fields.

Or

- (b) Describe the uses of Drag and Air fields in particle simulations.

13. (a) Explain the role of constraints in rigid body simulation.

Or

- (b) Describe the process of creating a spring constraint.

14. (a) Explain the differences between Multipoint and Multi-streak particle types.

Or

- (b) Describe the process of creating a Fluid 3D Container and setting its basic attributes.

15. (a) What is the significance of the Ramp Position and Ramp Velocity attributes?

Or

- (b) Explain the purpose of the Flipbook rendering options.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the differences among Omni, Surface, Volume, Curve, and Directional emitters with suitable examples.

Or

- (b) Explain the role of the Particle Collision Event Editor with an example of a particle collision setup.

17. (a) Discuss the types of fields and their application in particle simulations with examples.

Or

- (b) Compare the effects of Vortex, Radial, and Uniform fields on particles.

18. (a) Explain the steps to create active and passive rigid bodies with examples.

Or

- (b) Explain how to break rigid body connections and their impact on simulation.

19. (a) Explain the process of creating and customizing a Fluid 2D Container and its collision with particles.

Or

- (b) Compare and contrast Fluid 2D and Fluid 3D Containers with examples of their application.

20. (a) Compare the attributes and applications of Software Rendering and Hardware Rendering.

Or

- (b) Create an example showing the use of both Software and Hardware Rendering and discuss the differences in the output.

**C-7720**

**Sub. Code**

**83561**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Sixth Semester**

**Media Technology**

**VISUALIZATION OF MULTIMEDIA**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is a major role of visualization in multimedia?
  - (a) Sound synthesis
  - (b) Color printing
  - (c) Enhancing user experience
  - (d) File compression
2. Interactive visualization differs from static visualization by:
  - (a) Not using colors
  - (b) Engaging user input
  - (c) Being animated only
  - (d) Showing still images
3. The Gestalt principle of proximity implies that:
  - (a) Brighter objects appear closer
  - (b) Objects close together are grouped
  - (c) Lines define shape
  - (d) Color defines emotion

4. Warm colors like red and orange often evoke:
  - (a) Calmness
  - (b) Cold feelings
  - (c) Excitement or urgency
  - (d) Confusion
  
5. Adobe Illustrator is mainly used for:
  - (a) Sound editing
  - (b) Vector graphics creation
  - (c) 3D modeling
  - (d) Spreadsheet processing
  
6. Data visualization tools help in:
  - (a) Creating wireframes
  - (b) Encoding passwords
  - (c) Analysing complex data visually
  - (d) Producing audio effects
  
7. What does VR stand for?
  - (a) Visual Rate            (b) Visual Realism
  - (c) Virtual Reality       (d) Virtual Rendering
  
8. Multimedia storytelling involves:
  - (a) Only text and narration
  - (b) Non-interactive content
  - (c) Narrative plus visual/audio elements
  - (d) Only character dialogues
  
9. Misrepresentation in visualization may lead to:
  - (a) Better clarity
  - (b) Biased interpretations
  - (c) Higher accuracy
  - (d) Stronger passwords

10. A future trend in multimedia visualization is:
- (a) Phasing out visuals
  - (b) Black-and-white design only
  - (c) AI-generated visual content
  - (d) Minimizing interactivity

**Part B**

(5 × 5 = 25)

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

11. (a) Define dynamic visualization and explain how it improves multimedia content.
- Or
- (b) Describe the evolution of visualization in multimedia.
12. (a) What is the significance of color theory in multimedia design?
- Or
- (b) Briefly explain any two Gestalt principles relevant to visual design.
13. (a) Name three tools used for creating visual content in Adobe Creative Suite and their purposes.
- Or
- (b) Write a short note on interactive visual content creation using any multimedia tool.
14. (a) What are overlays in storytelling and how do they affect narrative visualization?
- Or
- (b) Mention two challenges of using VR/AR in multimedia.
15. (a) List three ethical concerns related to multimedia visualization.
- Or
- (b) Why is cultural sensitivity important in visual content design?

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the significance of visualization in multimedia. Include examples of how it enhances user experience.

Or

- (b) Discuss static vs. interactive visualization, with examples from web or game interfaces.

17. (a) Analyze the role of visual perception and Gestalt principles in designing user-friendly multimedia interfaces.

Or

- (b) Discuss the impact of typography and layout on user engagement in multimedia platforms.

18. (a) Write an essay on the use of Adobe Photoshop and Illustrator in creating multimedia elements.

Or

- (b) Evaluate the role of data visualization in conveying complex information through multimedia case studies.

19. (a) Explain how multimedia storytelling can be enhanced using AR/VR technologies.

Or

- (b) Analyze a real-world multimedia project. What made it successful in terms of visualization?

20. (a) What are some major ethical issues in multimedia visualization, and how can they be addressed?

Or

- (b) Discuss emerging technologies and their potential influence on the future of multimedia visualization.

**C-7721**

**Sub. Code**

**83562**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Sixth Semester**

**Media Technology**

**PORTFOLIO & PRESENTATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary purpose of a portfolio?
  - (a) To display coding skills
  - (b) To store documents
  - (c) To showcase skills and work
  - (d) To create resumes
  
2. Which of the following is an essential element in a portfolio?
  - (a) Resume only
  - (b) Personal hobbies
  - (c) Work samples
  - (d) Favorite quotes

3. What is a key advantage of a digital portfolio?
  - (a) Requires no electricity
  - (b) Easily shared online
  - (c) Needs printing
  - (d) Contains only text
  
4. Which of the following should be avoided in a digital portfolio?
  - (a) Interactive content
  - (b) Clear navigation
  - (c) Poor image quality
  - (d) Embedded videos
  
5. What is the most important aspect of a portfolio presentation?
  - (a) Humor
  - (b) Eye contact and clarity
  - (c) Long stories
  - (d) Fast speech
  
6. What should a professional presentation format include?
  - (a) Personal diary
  - (b) Theme music
  - (c) Project details and visuals
  - (d) Chat logs

7. What is the function of a business card in portfolio marketing?
  - (a) For decoration
  - (b) To access bank details
  - (c) To provide contact information
  - (d) To print photos
  
8. Which platform is useful for maintaining a professional blog?
  - (a) VLC Player
  - (b) Photoshop
  - (c) WordPress
  - (d) Paint
  
9. What does portfolio maintenance involve?
  - (a) Deleting old work
  - (b) Updating and organizing content
  - (c) Printing all images
  - (d) Ignoring deadlines
  
10. Why is planning a deadline important in portfolio creation?
  - (a) Increases cost
  - (b) Reduces design quality
  - (c) Helps timely submission
  - (d) Avoids new ideas

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the types of portfolios and their relevance in creative industries.

Or

- (b) List and describe the do's and don'ts in portfolio development.

12. (a) How is a digital portfolio different from a traditional portfolio? Explain with examples.

Or

- (b) Describe the stages involved in creating a digital portfolio.

13. (a) What are the essential skills required for a successful portfolio presentation?

Or

- (b) Write about the different formats used for Theatre/TV/Film portfolio presentations.

14. (a) Explain the significance of business cards and blogs in portfolio promotion.

Or

- (b) Describe how social networking helps in professional marketing.

15. (a) What are the key components of a portfolio?

Or

(b) Describe how to plan a portfolio design within a deadline and budget.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the importance of an effective portfolio and explain the elements that make it successful.

Or

(b) Describe in detail the techniques to develop a strong and impactful showcase.

17. (a) Explain the steps to create a digital portfolio and the common mistakes to avoid.

Or

(b) Describe the production techniques and tools used in digital portfolio development.

18. (a) Discuss various techniques used to present a professional portfolio effectively.

Or

(b) Write in detail about the structure and content required in a film/theatre portfolio presentation.

19. (a) Describe the design process for a professional business card and blog for self-marketing.

Or

- (b) Explain the role of web pages and social platforms in portfolio marketing.

20. (a) Write a detailed guide on how to maintain and enhance a creative portfolio over time.

Or

- (b) Describe the audience, tone, and format planning involved before publishing a final portfolio.
-

**C-7722**

**Sub. Code**

**83564A**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Sixth Semester**

**Media Technology**

**TRENDS IN MULTIMEDIA**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following tools in Blender allows for cutting geometry?
  - (a) Subdivide
  - (b) Knife Cut
  - (c) Screw
  - (d) Mirror Modifier
  
2. What is the function of the 'Outliner' in Blender?
  - (a) Add lighting effects
  - (b) View animation timeline
  - (c) Organize and manage objects in a scene
  - (d) Apply textures

3. What does the term 'Bump Texture' refer to in Blender?
  - (a) Real-time reflection
  - (b) Fake surface detail using height map
  - (c) Softening the material edges
  - (d) Generating shadows
  
4. Which light in Blender simulates sunlight with parallel rays?
  - (a) Point Lamp
  - (b) Spot Lamp
  - (c) Sun Lamp
  - (d) Hemi Lamp
  
5. What is the purpose of the Graph Editor in Blender?
  - (a) Model 3D objects
  - (b) Animate materials
  - (c) Edit animation curves
  - (d) Simulate physics
  
6. What animation type allows the camera to follow a curve?
  - (a) Keyframe animation
  - (b) Camera Path animation
  - (c) Graph animation
  - (d) Shape animation

7. “What does the IK solver in rigging help with?”
  - (a) Coloring mesh
  - (b) Inverse bone movement
  - (c) Smoothing edges
  - (d) Applying modifiers
  
8. What is the function of ‘Weight Paint Mode’ in Blender?
  - (a) Add shadows
  - (b) Paint lighting
  - (c) Define bone influence on mesh
  - (d) Create textures
  
9. What does a “Contact Pose” in a walk cycle indicate?
  - (a) When the foot is in the air
  - (b) When the character is sitting
  - (c) When the foot touches the ground
  - (d) When the arms cross
  
10. Which format supports transparent backgrounds in rendered images?
  - (a) JPEG
  - (b) BMP
  - (c) PNG
  - (d) MP4

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the steps for scaling, rotating and moving objects in Blender's 3D window.

Or

- (b) Explain the function and importance of camera views and orthographic view in Blender.
12. (a) Write about the differences between procedural and image textures in material creation.

Or

- (b) Explain various types of lights available in Blender and their appropriate usage.
13. (a) Discuss the workflow involved in creating a basic walk cycle animation.

Or

- (b) Describe the use of shape animation and alpha animation in character movements.
14. (a) What is the role of the Armature Modifier in Blender rigging?

Or

- (b) Explain the process of applying Inverse Kinematics (IK) to a rigged mesh.

15. (a) Describe the process of exporting a rendered animation in video format with alpha transparency.

Or

- (b) Explain how a walk cycle is tweaked using action editor and flipping poses.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe in detail the Blender workspace and the process of modeling using extrude, screw, and spin tools.

Or

- (b) Explain the entire process of creating an interior design scene using pivot tools and object duplication.

17. (a) Explain the complete material and texturing workflow in Blender including shaders, UV mapping, and lighting setup.

Or

- (b) Discuss the use of Ambient Occlusion, Lamp parenting, and rendering using multiple slots.

18. (a) Write a detailed note on different animation techniques using the Graph Editor and Path Animation in Blender.

Or

- (b) Describe the process of rendering a scene with alpha background and different output formats.

19. (a) Explain how to create a symmetrical armature structure using Mirror Modifier and IK solver.

Or

- (b) Discuss the concepts of rigging and vertex painting in preparation for animation.

20. (a) Describe in detail the stages of developing a polished walk cycle animation. including tweaking and rendering.

Or

- (b) Explain the process of rendering alpha sequence frames and the importance of pose transitions.
-

**C-7723**

**Sub. Code**

**83564B**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Sixth Semester**

**Media Technology**

**INTERACTIVE MEDIA DESIGN AND USER  
EXPERIENCE**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is a core goal of interactive media design?
  - (a) Data encryption
  - (b) Creating compelling user experiences
  - (c) Promoting advertisements
  - (d) Reducing programming effort
  
2. Which of the following is a foundational principle of UX design?
  - (a) Server response time
  - (b) Typography only
  - (c) User-centered thinking
  - (d) Marketing focus

3. What is the main focus of user personas in UX design?
  - (a) Real-time feedback
  - (b) Performance optimization
  - (c) Understanding user behavior and needs
  - (d) Animation
  
4. Which of the following tools is typically used for prototyping?
  - (a) Adobe Illustrator
  - (b) Unity
  - (c) Figma
  - (d) VLC Media Player
  
5. Which media element is best suited for conveying emotion in an interface?
  - (a) Text
  - (b) Image
  - (c) Audio
  - (d) Form
  
6. What is the primary function of responsive design?
  - (a) Improve video quality
  - (b) Adjust layout for various screen sizes
  - (c) Add interactivity
  - (d) Compress media files

7. HTML is used to:
  - (a) Style web pages
  - (b) Animate text
  - (c) Structure content on web pages
  - (d) Secure data
  
8. JavaScript is primarily used for:
  - (a) Creating databases
  - (b) Styling pages
  - (c) Adding interactivity
  - (d) Audio editing
  
9. What is the main objective of usability testing?
  - (a) Add new content
  - (b) Find and fix usability problems
  - (c) Backup files
  - (d) Edit graphics
  
10. What is meant by “iterative design”?
  - (a) Final design delivery
  - (b) Step-by-step image compression
  - (c) Repeating design processes based on feedback
  - (d) Static interface development

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the evolution of interactive media and its impact on user engagement.

Or

- (b) What are the key tools used in modern interactive media design.

12. (a) Explain the importance of creating user personas in user-centered design,

Or

- (b) Describe the process of wire framing and its significance in UX design.

13. (a) How can audio and video be effectively integrated into an interactive interface?

Or

- (b) Describe how responsive design enhances multimedia user experience.

14. (a) Briefly explain how HTML, CSS, and JavaScript work together to build interactive web content.

Or

- (b) What are the benefits of using web frameworks and libraries in interactive media development?

15. (a) How do designers collect and use user feedback during usability testing?

Or

- (b) Write a note on iterative design and its role in improving UX.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the principles of interactive media design and how UX shapes user interaction.

Or

- (b) Describe the historical development of interactive media and the importance of user-centered design.

17. (a) Write a detailed explanation of prototyping tools and methodologies used in designing digital products.

Or

- (b) Discuss the process of conducting user research and creating effective user journeys.

18. (a) Describe multimedia elements used in interactive design and the techniques for integrating them into interfaces.

Or

- (b) Explain how responsive design principles are applied to ensure usability across different devices.

19. (a) Explain the basic programming concepts needed for interactive media with suitable examples using HTML and JavaScript.

Or

- (b) Discuss how to build a simple interactive prototype using web technologies and explain the development process.

20. (a) Illustrate the stages of usability testing and describe how user feedback is analyzed to enhance user experience.

Or

- (b) Explain the iterative design model with a case study or example showing improvement in usability.
-

**C-7724**

**Sub. Code**

**83564C**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**  
**Sixth Semester**  
**Media Technology**  
**DIGITAL MARKETING AND SOCIAL MEDIA**  
**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the main objective of branding in marketing?
  - (a) To create company reports
  - (b) To manage employee roles
  - (c) To build product identity and loyalty
  - (d) To increase production
  
2. Which of the following is a key benefit of digital marketing?
  - (a) Limited geographic reach
  - (b) High print cost
  - (c) Real-time analytics and targeting
  - (d) Reduced online engagement
  
3. What is a buyer persona?
  - (a) A fictional representation of a target customer
  - (b) A data analytics report
  - (c) A digital tool for marketing
  - (d) A type of SEO link
  
4. Which technique improves on-page SEO?
  - (a) Sending bulk emails
  - (b) Using long-tail keywords
  - (c) Paying for ad space
  - (d) Ignoring meta tags

5. What does meta description refer to in SEO?
  - (a) Keyword list
  - (b) A paragraph explaining the page content
  - (c) The site's sitemap
  - (d) Page title
6. Which tool is popular for analyzing SEO performance?
  - (a) Canva
  - (b) Photoshop
  - (c) SEMrush
  - (d) WordPress
7. What does SEM stand for?
  - (a) Social Email Marketing
  - (b) Search Engine Marketing
  - (c) System Email Metrics
  - (d) Software Event Management
8. What is A/B testing used for in SEM?
  - (a) Creating user personas
  - (b) Comparing two ad copies
  - (c) Tracking social media engagement
  - (d) Designing blog layouts
9. Which platform is best for B2B marketing?
  - (a) Instagram
  - (b) LinkedIn
  - (c) TikTok
  - (d) Pinterest
10. What is the purpose of a CTA (Call-to-Action) in email marketing?
  - (a) To include personal signatures
  - (b) To measure open rate
  - (c) To prompt users to take action
  - (d) To track delivery' failures

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the history and importance of digital marketing in modern business.

Or

- (b) What are the career opportunities in digital marketing in India and abroad?

12. (a) What is the significance of SEO in content marketing?

Or

- (b) Explain the role of content calendars and scheduling in digital marketing.

13. (a) Write a short note on the evolution of search engines and their role in SEO.

Or

- (b) Explain the role of backlinks and link-building strategies in SEO.

14. (a) Differentiate between manual and automated bidding in SEM.

Or

- (b) How do ad extensions impact the visibility and performance of search ads?

15. (a) Explain the use of visuals and personalization in email marketing.

Or

- (b) Describe how brand reputation is managed on social media platforms.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss in detail the evolution of marketing and the shift toward digital strategies with examples.

Or

- (b) Explain the definition, importance, and role of content in digital marketing using case studies.

17. (a) Describe the process of audience segmentation and the creation of buyer personas in content marketing.

Or

- (b) Explain the major components of a successful content strategy including blog posts, infographics, and social media.

18. (a) Illustrate the structure of an optimized web page with title tag, meta description and keyword integration.

Or

- (b) Analyze the role of long-tail keywords and explain the use of any two SEO tools.

19. (a) Discuss how to develop and implement a comprehensive SEM strategy including budget and ad testing.

Or

- (b) Explain location-based advertising using Google Maps and geo-targeting with real-world examples.

20. (a) Describe how to create a social media campaign on Instagram or Facebook, covering design, engagement, and analysis.

Or

- (b) Explain the process of writing engaging emails with compelling subject lines and CTAs.