

August 2021

MULTIMEDIA PRODUCTION & PACKAGING*Time Allowed: 1.5 Hours**Full Marks: 70***Answer to Question No. 1 is compulsory and Answer any two questions from the rest.**

1. Answer the following questions (any twenty): 2x20

Fill in the blanks:

- i. A _____ is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises.
- ii. Project is defined as a piece of planned work with a definite _____.
- iii. If you plan, you get the result, If you don't, you _____.
- iv. The _____ is a part of a quality assurance process.
- v. _____ is forecasting every step in right time, right degree and in optimum deficiency.
- vi. _____ media should be planned for keeping the requirement of end user in mind.
- vii. _____ Virus affects the boot system of your computer, when it gets into it.
- viii. An _____ is used to disinfect a computer of virus.
- ix. Multimedia _____ is done when the production stage is nearly at the end.

State whether the following statements are true or false:

- x. Multimedia Technology is one dimensional study of media.
- xi. Trademark and copyright are part of IPR (Intellectual Property Right).
- xii. Luca is a patriotic movie.
- xiii. Charulata is directed by Satyajit Ray.
- xiv. Film URI is a Romcom movie.
- xv. Delivery of media should be planned keeping the End User in mind, on top priority.
- xvi. Copyright and Patent are both made to protect intellectual property.
- xvii. Client Servicing is essentially required to be performed by the sales people.
- xviii. While starting a project we should always think about the end product in mind.
- xix. A Trademark can be renewed every 10 years.
- xx. The newspaper is the oldest form of mass media.

Choose the correct alternatives:

- xxi. Select the odd one out. a) Pendrive, b) cd, c) Paytm.
 - xxii. Find the odd one out – Mobile application/Website/Blog/Newspaper.
 - xxiii. The odd one out- A video presentation/An audio presentation/A web page/Malware.
 - xxiv. Select the odd one out- CD/DVD/Pen Drive/Large Display Device
 - xxv. A project is defined as a piece of planned work with a definite (Scope/Cost/Time Frame/All of the above/None of the above)
2. What is project life cycle in multimedia production? What do you understand by Story Boarding? Mention its different steps. 7.5+3+4.5
3. Name the different types of delivery platforms of Multimedia Technology? What do you mean by Multimedia production and packaging? 7.5+7.5
4. Write down the stages of Multimedia production and packaging? What do you mean by Logo? Does it help in Multimedia Production and packaging? 7.5+3+4.5
5. Create a Logo for The Regional Institute of Printing Technology using only pencil. (Colour not required.) What is a Multimedia Project? Why Projects sometimes fail to achieve the desired results? Discuss. 7.5+7.5

6. Mention the names of Multimedia Project Plan Stages. What is a Copyright? What is a Patent? 7.5+7.5
7. What is a computer malware/virus? Discuss the different types of them. What do you understand by Project Monitoring? 3+4.5+7.5
8. Define Trademark? What is the time span after which a Trademark can be renewed? Define Project Teams. What is your opinion about a perfect Project Team? Mention the name of chief players in a Multimedia Project Team. 3+2+2.5+4+3.5
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