



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BMK 2404 MULTIMEDIA AND MASS COMMUNICATION STRATEGIES AND DESIGN**
 Semester & Year : September – December 2017
 Lecturer/Examiner : Saravanamalar Surarajah
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 - PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (80 marks) : Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 5 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (80 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

QUESTION 1

1a) Describe hypermedia. (2 marks)

b) Although the designer of a hypermedia database makes assumptions, he or she also presents users with tools and a meaningful interface to exercise the assumptions. There are **NINE (9)** methods for word searching in hypermedia systems. Describe all of them. (18 Marks)

(Total: 20 Marks)

QUESTION 2 (20 marks)

2a) Describe 3D software. (2 Marks)

b) Identify any **NINE (9)** features of a good 3D modelling tool. (18 Marks)

(Total: 20 Marks)

QUESTION 3

3a) Define Multimedia Authoring Tools. (2 Marks)

b) Discuss **NINE (9)** tips for making your production work, go smoothly. (18 Marks)

(Total: 20 Marks)

QUESTION 4 (20 marks)

4a) Explain any **TEN (10)** features of image-editing applications and of interest to multimedia developers. (20 marks)

(Total: 20 Marks)

END OF EXAM PAPER