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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOL | **Program:** BA/BBA/BCOM- LLB | |
| **Course Code:** BAJ1026 | **Course Name:** Multimedia Storytelling | |
| **Semester**: X | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **30** | **35** | **35** | **-** | **-** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1.** | What is immersive storytelling? | **2 Marks** | **L1** | **CO1** |
| **2.** | Define multimedia storytelling. | **2 Marks** | **L1** | **CO1** |
| **3.** | What is the role of text in multimedia content? | **2 Marks** | **L1** | **CO1** |
| **4.** | Name two book-to-movie adaptations. | **2 Marks** | **L1** | **CO1** |
| **5.** | What is motion typography? | **2 Marks** | **L1** | **CO1** |
| **6.** | Which editing style uses short, symbolic shots to show the passage of time? | **2 Marks** | **L1** | **CO1** |
| **7.** | Name two examples of a Foley technique used for impact sounds. | **2 Marks** | **L1** | **CO1** |
| **8.** | Define remediation in the context of digital storytelling. | **2 Marks** | **L1** | **CO1** |
| **9.** | List two formats used for micro digital stories. | **2 Marks** | **L1** | **CO1** |
| **10.** | Name two tools used to create infographics. | **2 Marks** | **L1** | **CO1** |

**Part B**

**Answer the Questions. Total Marks 80M**

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| 11. | a. | Contrast immersive and interactive content in multimedia storytelling. | 10 Marks | L1 | CO1 |
| Or | | | | | |
| 12. | **a.** | Compare linear and non-linear narrative structures in multimedia storytelling. | **10 Marks** | **L1** | **CO1** |

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| 13. | a. | Explain the importance of interactivity in enhancing multimedia storytelling. | 10 Marks | L2 | CO2 |
| Or | | | | | |
| 14. | **a.** | Demonstrate how infographics can simplify complex information in a multimedia story. | **10 Marks** | **L2** | **CO2** |

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| 15. | a. | Interpret how emotional tone is conveyed through background score and sound effects in a dramatic scene. | 10 Marks | L2 | CO2 |
| Or | | | | | |
| 16. | **a.** | Compare the roles of sound design and Foley art in enhancing realism in multimedia storytelling. | **10 Marks** | **L2** | **CO2** |

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| 17. | a. | Demonstrate how you would use layout and design to make a poster or video look clear and attractive. | 15 Marks | L2 | CO2 |
| Or | | | | | |
| 18. | **a.** | Classify the different types of editing cuts and transitions into groups based on what they are used for in a video story. | **15 Marks** | **L2** | **CO2** |

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| 19. | a. | Design a multimedia storytelling strategy to engage a Gen Z audience on social media. How will your design choices reflect the needs of that generation? | 15 Marks | L6 | CO3 |
| Or | | | | | |
| 20. | **a.** | Write a script or draft a storyboard for a comedy/drama scene/story for social media. | **15 Marks** | **L6** | **CO3** |

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| 21. | a. | Imagine you are creating a short digital story (like an Instagram reel or a tweet) about a recent event. What steps would you plan to make it engaging and easy to understand? | 20 Marks | L6 | CO3 |
| Or | | | | | |
| 22. | **a.** | Imagine a future multimedia campaign about climate change that uses AR or VR. How could immersive technology maximize emotional impact and learning? | **20 Marks** | **L6** | **CO3** |