Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025
Date: 29-05-2025   **Time:** 01:00 pm – 04:00 pm

School: SOM-UG	**Program:** BBA
Course Code: BAJ1026	**Course Name:** Multimedia Storytelling
Semester: II	**Max Marks**: 100 **Weightage**:50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	35	45	-	-

Instructions:

(i) Read all questions carefully and answer accordingly.
(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2 marks.   **10Q x 2M=20M**

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

Part B

Answer ALL the Questions. Each question carries 7 Marks.   **Total Marks 35M**

11.	a.	Compare linear and non-linear narrative structures in multimedia storytelling.	07 Marks	L2	CO2
		Or			
12.	a.	Contrast immersive and interactive content in multimedia storytelling.	07 Marks	L2	CO2
13.	a.	Demonstrate how infographics can simplify complex information in a multimedia story.	07 Marks	L2	CO2
		Or			
14.	a.	Explain the importance of interactivity in enhancing multimedia storytelling.	07 Marks	L2	CO2
15.	a.	Compare the roles of sound design and Foley art in enhancing realism in multimedia storytelling.	07 Marks	L2	CO2
		Or			
16.	a.	Interpret how emotional tone is conveyed through background score and sound effects in a dramatic scene.	07 Marks	L2	CO2
17.	a.	Classify the different types of editing cuts and transitions into groups based on what they are used for in a video story.	07 Marks	L2	CO2
		Or			
18.	a.	Demonstrate how you would use layout and design to make a poster or video look clear and attractive.	07 Marks	L2	CO2
19.	a.	Compare the principles of immediacy and hypermediacy in the context of remediation.	07 Marks	L2	CO2
		Or			
20.	a.	Contrast traditional news storytelling with micro digital stories in terms of format, audience engagement, and delivery platforms.	07 Marks	L2	CO2

Part C

Answer any Three Questions. Each question carries 15 marks   **3Q x 15M=45M**

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?	15 Marks	L3	CO3
22.	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	L3	CO3
23.	a.	Imagine a future multimedia campaign about climate change that uses AR or VR. How could immersive technology maximize emotional impact and learning?	15 Marks	L3	CO3
24.	a.	Write a script or draft a storyboard for a comedy/drama scene/story for social media.	15 Marks	L3	CO3