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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 10/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: BAJ1026

Course Name: Multimedia Storytelling

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	40	45

Part A: Answer Any 2 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Define the concept of audience engagement in multimedia storytelling.	5	CO1	BT1
2	List the current trends in multimedia storytelling.	5	CO1	BT1
3	Identify the common software tools used for non-linear editing in computer and mobiles	5	CO2	BT1

Part B: Answer Any 2 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
4	Classify different types of multimedia elements and their applications in storytelling.	10	CO1	BT4
5	Justify the significance of sound design in creating an immersive multimedia experience.	10	CO2	BT5
6	Predict future trends in multimedia storytelling and their potential impact.	10	CO2	BT5

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
7	Propose a framework for evaluating the effectiveness of audience engagement strategies in multimedia projects.	20	CO2	BT6
8	Evaluate the storytelling techniques of a multimedia storyteller.	20	CO1	BT5