



Even Semester End Term Examinations, May/June 2026

Date: 15/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BAJ1026

Course Name: Multimedia Storytelling

Semester: Tenth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	50	50	30

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Define "Non-Linear Editing" (NLE).	5	CO2	BT1
2	Explain the concept of "Data Visualization".	5	CO1	BT1
3	Describe Pre Production.	5	CO2	BT2
4	List out various camera angles.	5	CO2	BT1
5	Discuss the role of sound in enhancing a multimedia story.	5	CO1	BT2
6	Explain hook in Multimedia storytelling.	5	CO2	BT1

Part B: Answer Any 5 Following Questions. 50 M

Qn.No	Questions	M	CO	BT
7	Discuss how to optimize a 60-second video reel for the shorts/Reels algorithm.	10	CO3	BT2
8	Evaluate the effectiveness of using AR/VR (immersive tech) in storytelling.	10	CO3	BT5
9	Differentiate between "Spreadable Media" and "Viral Content" in a networked culture.	10	CO3	BT2
10	Discuss the principles of non-linear narratives and their role in storytelling.	10	CO2	BT2
11	Explain the key components of multimedia storytelling.	10	CO1	BT2
12	Identify the current trends in multimedia storytelling.	10	CO1	BT4

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
13	Develop a full production plan for a multimedia project, including a script, schedule, and a list of specific tools (e.g., Canva, CapCut) for execution.	20	CO2	BT6
14	Create a multimedia story outline that incorporates text, visuals, and sound, explaining your choices.	20	CO1	BT6