

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF SCIENCE IN INFORMATION SCIENCE

BSIS 331: MULTIMEDIA INFORMATION SOURCES AND SERVICES

STREAMS: BSC (IS)

TIME: 2 HOURS

DAY/DATE: FRIDAY 26/03/2021

11.30 A.M. – 1.30 P.M.

**INSTRUCTIONS:**

- Attempt question ONE and any other TWO questions
- Do not write anything on this question paper

**QUESTION ONE (30 MARKS)**

- Citing relevant examples, discuss how multimedia technology has been applied in a library environment. [12 marks]
- Explain THREE stages of multimedia products [6 marks]
- State and explain SIX reasons why multimedia technology is important in an information center [12 marks]

**QUESTION TWO (20 MARKS)**

- “A pixel is worth a thousand words.” Justify this statement in relation to computer graphics and multimedia technology. [14 marks]
- Discuss TWO categories of computer graphics used in multimedia technology industry [6 marks]

**BSIS 331**

**QUESTION THREE (20 MARKS)**

- (i) As a multimedia student, analyze SIX basic guidelines that would help you to use the power point resource more effectively in communication [12 marks]
- (ii) Discuss FOUR components of multimedia [8 marks]

**QUESTION FOUR (20 MARKS)**

- (i) Using relevant illustration where applicable, discuss SIX capabilities associated with multimedia authority tools [12 marks]
- (ii) With the aid of a diagram, explain in detail the basic structure of a print media report. [8 marks]

**QUESTION FIVE (20 MARKS)**

- (i) Discuss FIVE advantages of digital photographs over traditional film [10 marks]
  - (ii) Citing examples, analyze multimedia authoring paradigm used in the world of multimedia technology. [10 marks]
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