CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

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

BSIS 331: MULTIMEDIA INFORMATION SOURCES AND SERVICES

STREAMS: BSC (BSIS)   **TIME: 2 HOURS**

DAY/DATE: TUESDAY 10/12/2019   **2.30 PM – 4.30 PM**

INSTRUCTIONS:
- **Do not write anything on this question paper**
- **Attempt question one and any other two questions**

QUESTION ONE (30 MARKS)

(a)   Explain the meaning of the following terms as used in the multimedia world.
                                                                                        [8 marks]
(i)   Multimedia
        (ii)   Multimedia computer system
        (iii)   Information sources
        (iv)   Information services

(b)   Discuss the two major classification of multimedia.   [6 marks]

(c)   Libraries as one of the examples of information providing centres have embraced the use of multimedia technology in its operation in order to match the changing needs of its clients/users in consistent manner. Discuss how this technology has been used in such setups.   [10 marks]

(d)   State and explain at least four limitations of using multimedia in any information providing centre.   [4 marks]

QUESTION TWO (20 MARKS)

(a)   Information is very essential for the existence and welfare of any organization. Justify this statement by explaining five sources of information to this organization.
                                                                                        [10 marks]

(b)   "Multimedia products can be organized into three stages". Discuss.   [10 marks]

QUESTION THREE (20 MARKS)

(a)   Highlight and explain the two basic features of multimedia authoring tools. [4 marks]

(b)   Discuss the multimedia authoring paradigms as used in the world of multimedia technology and give examples where applicable.   [12 marks]

(c)   Explain four perspective in multimedia authoring tools.   [4 marks]

QUESTION FOUR (20 MARKS)

(a)   What is web media?   [2 marks]

(b)   Analyze the use of Web media in communication.   [10 marks]

(c)   Explain in detail the basic structure of print media report.   [8 marks]

QUESTION FIVE (20 MARKS)

(a)   Illustrate the difference film and digital photography.   [10 marks]

(b)   Explain when and how the animated elements are used in multimedia.   [10 marks]