



NATIONAL UNIVERSITY OF LESOTHO
FACULTY OF HUMANITIES
BACHELOR OF JOURNALISM & MEDIA STUDIES
BJMS 2119 – Multimedia Production Technology –

June 2023

Marks: 100

Time: 3 hrs.

Instructions:

- Read all questions carefully before you answer.
- **Answer ONE question from SECTION A.**
- **Answer ANY FOUR questions from SECTION B.**
- Number your answers exactly the same way they appear on the question paper.
- Please ensure that you proof-read all your answers.
- Marks will be deducted for untidy and/or illegible handwriting and grammar mistakes.
- Each question must be answered on a separate page.

SECTION A – Choose one question in this section. [20 Marks].

Question 1

- A. What is multimedia? [2]
- B. Describe the purpose of multimedia [4]
- C. What are the four (4) elements of multimedia data? [4]
- D. What four (4) technologies are involved in multimedia production? [4]
- E. Describe how you can input printed text, printed image/picture and camera-based image into your computer. [6]
- [20]**

Question 2

Clearly describe a basic multimedia production system with suitable examples. [20]

SECTION B – Answer any four (4) questions. [80 Marks].

Question 3

Describe in detail the multimedia production terms *static* (or discrete) *linear* and *interactive* (dynamic) *continuous* multimedia production. Provide an example of each. [20]

Question 4

- A. Explain why file/data compression is necessary in multimedia production. [10]
- B. Provide descriptions and basic applications of **JPEG** and **PNG** file formats. [10]

[20]

Question 5

Describe the software components required in multimedia production system.

[20]

Question 6

RGB and **CYMK** are colour models that applicable in multimedia production.

A. What are the primary colour components of each?

[4]

B. Provide the basic applications in which these colour models are mostly used.

[4]

C. Explain the benefits of using each model in applicable contexts.

[12]

[20]

Question 7

Closely look at the following **f-stops on the aperture scale**:

f/1.4

f/2.0

f/2.8

f/4.0

f/5.6

f/8.0

f/11.0

f/16.0

f/22.0

f/32.0

And compare **f/2.8** and **f/22.0** in terms of **light intake, depth of field, focus type** and relative **focuses meaning**. [20]