Roll No.

END SEMESTER EXAMINATION Dec 2024

Course Code :CDCSC17

Course Title : Multimedia Analytics

Time: 3Hours

Max.Marks:50

Note:-**Attempt all the five questions. Missing data/information if any ,may be suitably Assumed & mentioned in the answer.**

Q. No.	Question	Marks	CO
Q 1	Attempt any 2 parts of the following		
1a	Discuss role of multimedia analytics in Business, Marketing, Entertainment, and Publishing Industry. Use suitable examples of each field.	5	CO1
1b	What is Multimedia Analytic, and how does MA in large organizations differ from MA in small organization?	5	CO3
1c	Write the note on the media landscape in Multimedia Analytics.	5	CO5
Q 2	Attempt any 2 parts of the following		
2a	What are the analysis tools? Explain click stream analysis and A/B testing.	5	CO2
2b	Discuss the following: 1) Random graph and network evolution. 2) Affiliation and identity in social contexts.	5	CO5
2c	Discuss difference between Web Crawling and Indexing.	5	CO1
Q 3	Attempt any 2 parts of the following		
3a	Explain the applications of Image Processing.	5	CO1
3b	Describe the basic relationship between the pixels 1) Neighbours of pixels and Distance measures 2) Adjacency, connectivity, Regions and Boundaries	5	CO3
3c	What are the fundamental steps involved in image processing? Explain.	5	CO2
Q 4	Attempt any 2 parts of the following		

4a	Explain about the basic of filtering in the frequency domain.	5	CO3
4b	Explain about image smoothing using spatial filters.	5	CO5
4c	Explain about histogram specification. Explain the representation of histogram on the following data: **Marks** 0-10, 10-20, 20-30, 30-40, 40-50 **No. of students** 31, 78, 35, 41, 63	5	CO2
Q 5	Attempt any 2 parts of the following		
5a	What is spatial domain processing, and how does it differ from frequency domain processing when it comes to analysing video data?	5	CO1
5b	Describe the application of Kalman filters in video tracking. What are the keys assumptions made by the Kalman filter, and how do they affect its performance in real-time tracking applications?	5	CO3
5c	Discuss the methods commonly used for motion estimation (e.g., Block Matching, Hierarchical Block)	5	CO2