**CREATIVE MULTIMEDIA**

1. Which of the following is a file extension for a graphic?

.docx

.pub

.bmp

.wav

Ans: c

2. State a purpose of using text in multimedia production.

A. To present information more attractively.

B. Can help organize thoughts and illustrate processes

C. To provide information

D. To communicate ideas, thoughts, and facts.

Ans: D

3. Define video

a. A source of presenting highly effective information

b. A product of an the illusion of motion created by the consecutive display of images of static elements

C. product of an illusion of movement made up from series of still images when it shown rapidly

d. A product of recording moving images using a camera or video machine

Ans: D

4. Define multimedia interactivity

A. refers to the way users interact with others

B. refers to two way communication

C. refer to the way user interact with a program

D. refers to one way communication

Ans: c

5. Multimedia is the integration of text, still and moving images, and sound by means of

A. computer hardware

B. computer technology

C. copyrighted software

D. pirated software

Ans: b

6. The multimedia element that explains ideas through a picture is called \_\_.

A.audio

B.video

C.graphic

D. animation

Ans: c

7. \_\_\_\_\_ refers to the way users communicate with a multimedia application or program.

A. Internet

B. ToolBook

C. Authorware

D. Interactivity

Ans. D

8. The multimedia which is delivered through web pages is called \_\_\_\_\_multimedia

A. TV-based

B. CD-based

C. Tape-based

D. Web-based

Ans:d

9. A multimedia application may require the use of speech, music and sound effects.

A. Audio

B. Video

C. Animation

D. Graphic

Ans: A

10. Select the multimedia element:

\*.avi \*.mov \*.mpeg \*.wmv are the file extensions for \_\_\_\_\_ elements

A. Audio

B. Video

C. Animation

D. Graphic

Ans: B

11. Select the multimedia element:

\*.swf \*.gif are the file format for \_\_\_\_\_\_ elements

A. Audio

B. Video

C. Animation

D. Graphic

Ans: c

12. The multimedia element that makes objects move is called\_\_\_\_\_\_\_ .

A. audio

B. video

C. graphic

D. animation.

Ans: D

13. \_\_\_ is used to store and deliver multimedia programs due to its capability of storing large files.

A. Web page

B. The Internet

C. Compact disc

D. Video tape

Ans: c

14. Advertising, digital catalogues, and simulations are examples of use of multimedia in

A. Education

B. Business

C. Entertainment

D. Organization

Ans: c

15. The shockwave format was developed by

(A) IBM

(B) Apple

(C) Macromedia

(D) Microsoft

Ans: C

**VISUAL COMMUNICATION**

1. Which of the following color schemes uses colors that are adjacent on the color wheel?

a) Analogous

b) Complementary

c) Monochromatic

d) Triadic

Answer: a) Analogous

2. Which file format is best suited for saving an image with transparency?

a) JPEG

b) GIF

c) PNG

d) BMP

Answer: c) PNG

3. What does the term "kerning" refer to in graphic design?

a) Adjusting the space between individual letters

b) Adding a gradient effect to text

c) Cropping an image

d) Changing the font type

Answer: a) Adjusting the space between individual letters

4. Which of the following is a vector graphics software commonly used in graphic design?

a) Adobe Photoshop

b) CorelDRAW

c) Autodesk SketchBook

d) Procreate

Answer: b) CorelDRAW

5. Which type of file format is typically used for high-quality print design?

a) TIFF

b) SVG

c) EPS

d) PSD

Answer: c) EPS

6. Which design principle focuses on creating a sense of movement in a design?

a) Balance

b) Proximity

c) Rhythm

d) Contrast

Answer: c) Rhythm

7. Which typography term refers to the space between lines of text?

a) Tracking

b) Leading

c) Kerning

d) Baseline

Answer: b) Leading

8. Which color mode is typically used for web-based graphics?

a) RGB

b) CMYK

c) Pantone

d) Hexadecimal

Answer: a) RGB

9. Which design element refers to the visual weight or distribution of elements in a composition?

a) Alignment

b) Contrast

c) Hierarchy

d) Proportion

Answer: c) Hierarchy

10. Which software is commonly used for creating vector-based illustrations?

a) Adobe Illustrator

b) Adobe InDesign

c) Adobe Premiere Pro

d) Adobe After Effects

Answer: A

11. Which file format is commonly used for saving images with lossless compression?

a) JPEG

b) PNG

c) GIF

d) TIFF

Answer: d) TIFF

12. What does the term "typography" refer to in graphic design?

a) The art and technique of arranging type

b) Adding visual effects to images

c) Creating 3D models for animations

d) Adjusting the color balance of a photograph

Answer: a) The art and technique of arranging type

13. What is the purpose of a style guide in graphic design?

a) To ensure visual consistency in a design project

b) To apply special effects to images

c) To create animated videos

d) To remove unwanted elements from photographs

Answer: a) to ensure visual consistency in a design project

14. What is the term for the visual representation of data using graphical elements?

a) Infographics

b) Logos

c) Mockups

d) Brushes

Answer: a) Infographics

15. Which design principle focuses on the arrangement of visual elements to create stability and harmony?

a) Proximity

b) Balance

c) Emphasis

d) Repetition

Answer: b) Balance

**Advertising**

**Multiple Choice Questions**

1. What is advertising?

A. publicity

B. sales promotion

C. paid information

D. all the above

Answer: D

2. The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is

Known as

A. appeal

B. need

C. demand.

D. desire

Answer: A

3. Handwritten posters in the sixteenth and the seventeenth century which are considered to be the forerunners of advertising are

A. pamphlets

B. siquis

C. billboards

D. brochures

Answer: B

4. The \_\_\_\_\_ is the foundation of any advertising or marketing campaign.

A. Research.

B. Target segmentation

C. Creative brief.

D. Media planning.

Answer: C

5. Printed matter that runs over the edges of an outdoor board or a page leaving no margin is known as

A. Bleed

B. Solus

C. Broadsheet

D. Classified

Answer: A

6. \_\_\_\_\_\_ became the first full service advertising agency.

A. N.W.Ayer & Son

B. FCB Ulka Advertising Ltd

C. Ogilvy & Mather.

D. William Taylor

Answer: A

7. Typical ad agency clients contain businesses and \_\_\_\_, non-profit organization and government agency.

A. Corporate law

B. Company.

C. Companies law

D. Corporations.

Answer: D

8. \_\_\_\_ agencies specialize in endorsement of brands in the various social media platforms like blogs, social network sites, Q&A sites, discussion forums, micro blogs etc.

A. Social media

B. User-generated contented.

C. Friend Feed.

D. Social network service.

Answer: A

9. This is a hierarchy of effects or sequential model used to explain how advertising works:

A. ADD

B. AIDA

C. PESTLE

D. SWOT

Answer: B

10. Palmer opened the first American advertising agency at\_\_\_\_ in 1850

A. Pennsylvania.

B. Philadelphia.

C. San Francisco.

D. Pittsburgh.

Answer: B

11. Dividing the market based on age, income, educational qualification, is known as

A. profile

B. census

C. target audience

D. demography

Answer: D

12. The problem with implementing many of today’s available security solutions in web advertising are

A. Slower online communication

B. More expensive for the advertiser

C. More cumbersome of users

D. All the above.

Answer: D

13. Advertising is affected by \_\_\_\_ forces

A. Economic.

B. Social.

C. Technological.

D. All the above

Answer: D

14. Any device or word that identifies the origin of the product, the manufacturer details etc is known as

A. trade name

B. brand name

C. trademark

D. identity

Answer: C

15. Infomercials are designed to solicit a direct response which is \_\_\_\_\_ and are, therefore, a form of direct marketing.

A. Specific and experimental

B. Persuasive.

C. Advertising.

D. Marketing ethics

Answer: A