UTHM
Universiti Tun Hussein Onn Malaysia

UNIVERSITI TUN HUSSEIN ONN MALAYSIA

FINAL EXAMINATION
SEMESTER II
SESSION 2022/2023

COURSE NAME	:	MULTIMEDIA SYSTEM AND APPLICATION
COURSE CODE	:	BIM 20404
PROGRAMME CODE	:	BIM
EXAMINATION DATE	:	JULY/AUGUST 2023
DURATION	:	3 HOURS
INSTRUCTION	:	1. ANSWER **ALL** QUESTIONS.
		2. THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSED BOOK.**
		3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK.

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

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Q1   Questions **Q1(a)** - **Q1(c)** are based on the following case study.

> YouTube is a global online video sharing and social media platform. YouTube's multimedia database employs advanced indexing techniques to efficiently organize and retrieve videos from its extensive collection. Video categories on YouTube include music videos, video clips, news, short films, feature films, songs, documentaries, movie trailers, teasers, live streams, vlogs, and more. Most content is generated by individuals, including collaborations between YouTubers and corporate sponsors.

(a)   Describe **THREE (3)** data types that can be found in YouTube content.

(9 marks)

(b)   Explain **FOUR (4)** database indexing methods applied in Youtube.

(12 marks)

(c)   Discuss **THREE (3)** challenges faced in indexing YouTube content.

(9 marks)

Q2   Questions **Q2(a)** - **Q2(e)** are based on the following case study.

> Your team are given a project to develop mobile learning application which facilitates multimedia presentations, interactive quizzes, personalized learning paths, and progress tracking to enhance learners' knowledge acquisition and retention.

(a)   Propose a project title for this project with **TWO (2)** justifications.

(6 marks)

(b)   Suggest any **TWO (2)** multimedia programing/scripting tools that can be used in this project.

(4 marks)

(c)   Discuss **FOUR (4)** factors that need to be considered in selecting programming/scripting tools for this project.

(8 marks)

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(d) Suggest **TWO (2)** other important technologies needed to fulfill the requirement of this project. Give your justification.

(8 marks)

(e) Draw a storyboard (can be more than one scene) to illustrate your proposed application which consist of all requirements stated in the case study.

(14 marks)

Q3 Questions **Q3(a)** - **Q3(c)** are based on the following case study.

> The first application that demonstrated the implications of music piracy was Napster. Napster enabled users to exchange music files over a common free server without any regard for copyright laws.

(a) Discuss the concept of music copyright infringement in the context of online platforms.

(6 marks)

(b) Justify **FOUR (4)** factors why music copyright infringement becomes significant concern in digital age.

(8 marks)

(c) Discuss **TWO (2)** potential consequences of music copyright infringement for both the infringer and the copyright holder.

(8 marks)

(d) Discuss how Digital Right Management can enforce music copyright and combat infringement in the online environment.

(8 marks)

- END OF QUESTIONS –

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