Instructions for Section B

EXIT

SECTION B — Short-answer questions
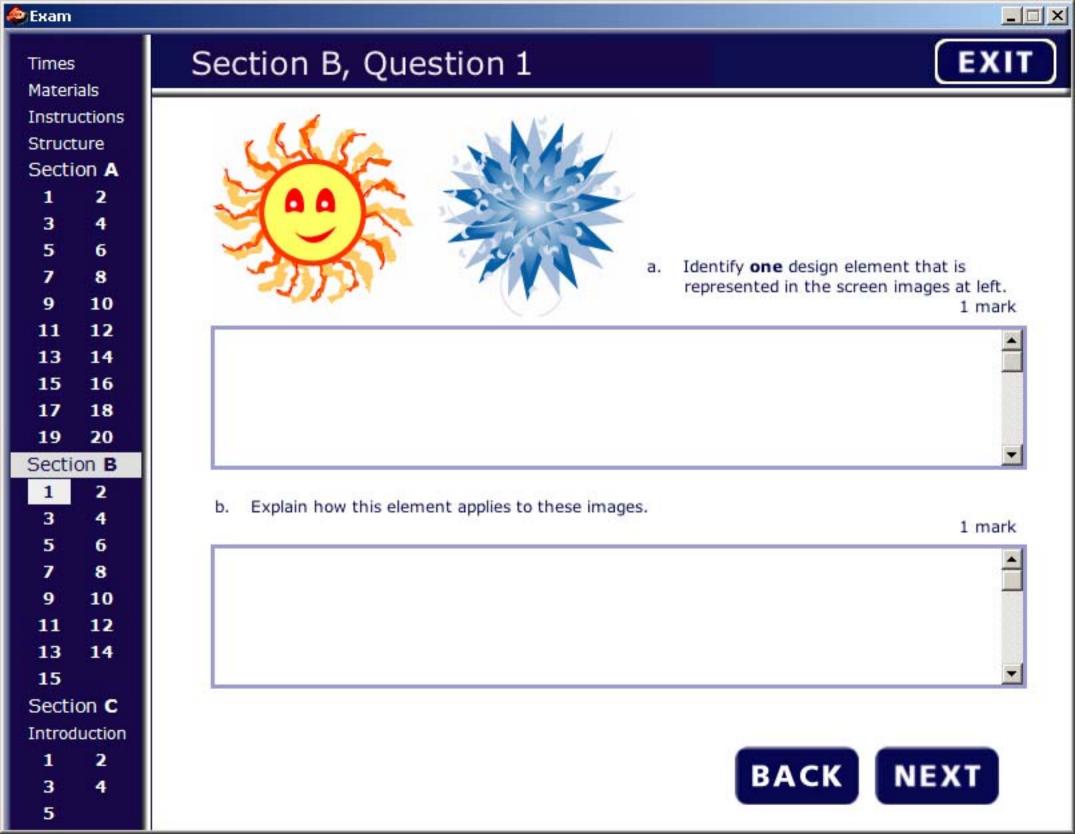
Answer **all** questions.

Each question is answered by typing a response into the answer field provided which

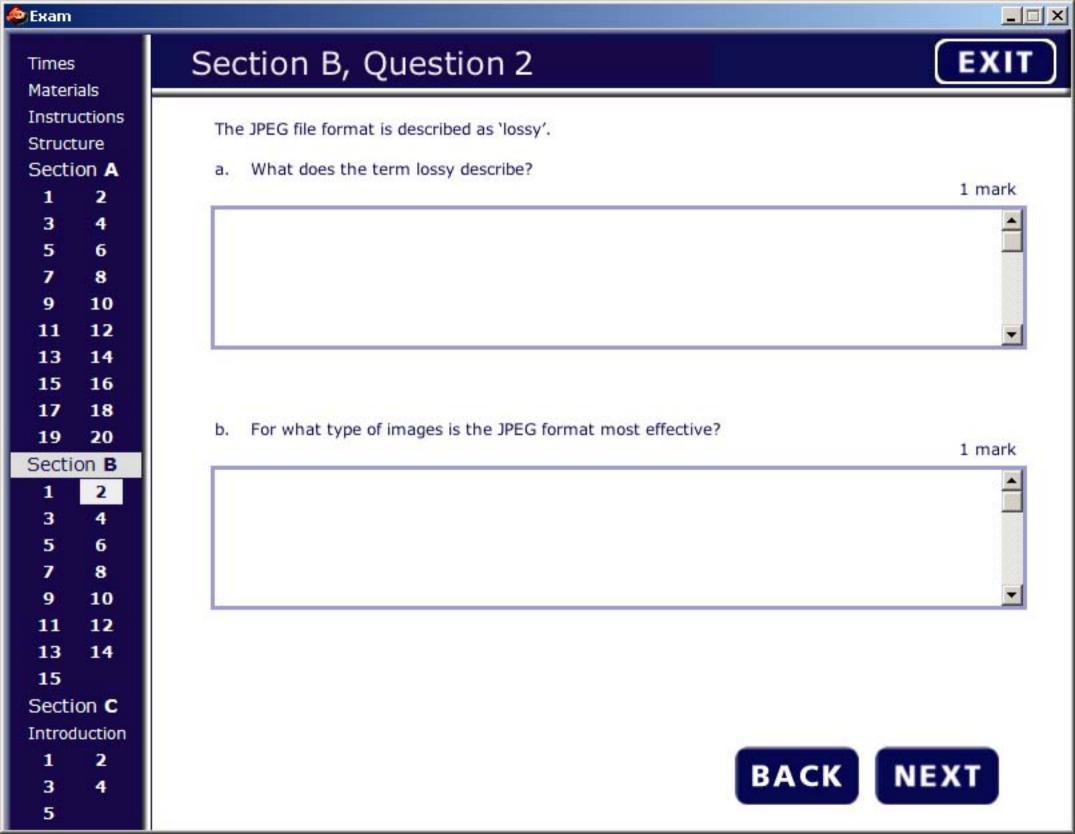will automatically load to your screen.

All the text you enter will be automatically saved.

You can review and change your answer at any time.

BACK   **NEXT**

Section B, Question 1

EXIT

a.   Identify **one** design element that is represented in the screen images at left.

1 mark

b.   Explain how this element applies to these images.

1 mark

BACK   NEXT

EXIT

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The JPEG file format is described as 'lossy'.

a. What does the term lossy describe?

1 mark

b. For what type of images is the JPEG format most effective?

1 mark

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Exam

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Section B, Question 3

EXIT

Define the following terms and give an example from your study of multimedia with each definition.

a.   Copyright

2 marks

b.   Intellectual Property

2 marks

BACK   **NEXT**

a.   What is the major difficulty when combining frame-based animation with sound?

1 mark

b.   Describe how this difficulty is overcome.

1 mark

BACK   NEXT

a. Which animation format does **not** require a plug-in for viewing on the WWW?

1 mark

b. What is the main disadvantage of this format?

1 mark

Section B, Question 6

EXIT

Web site management is enhanced by separating web page content and presentation/layout of the page.

Explain how this is done.

2 marks

BACK   NEXT

EXIT

a.   In HTML what does the 'alt' attribute in the image tag do?

1 mark

b.   Why should you use this attribute?

1 mark

BACK   NEXT

Section B, Question 8

EXIT

A **four** page printed brochure must be incorporated into a web site. This will be included in pdf format.

Give **two** reasons to support this decision.

2 marks

BACK   **NEXT**

The HTTP protocol that you use to browse the web is 'stateless'.

a.   What is meant by this?

2 marks

b.   What are **two** techniques used by web developers to overcome this issue?

2 marks

BACK   NEXT

Section B, Question 10

EXIT

Name **two** control structures used in basic scripting.

2 marks

BACK   NEXT

Section B, Question 11

EXIT

Describe the difference between global and local variables in a scripting language.

2 marks

BACK   **NEXT**
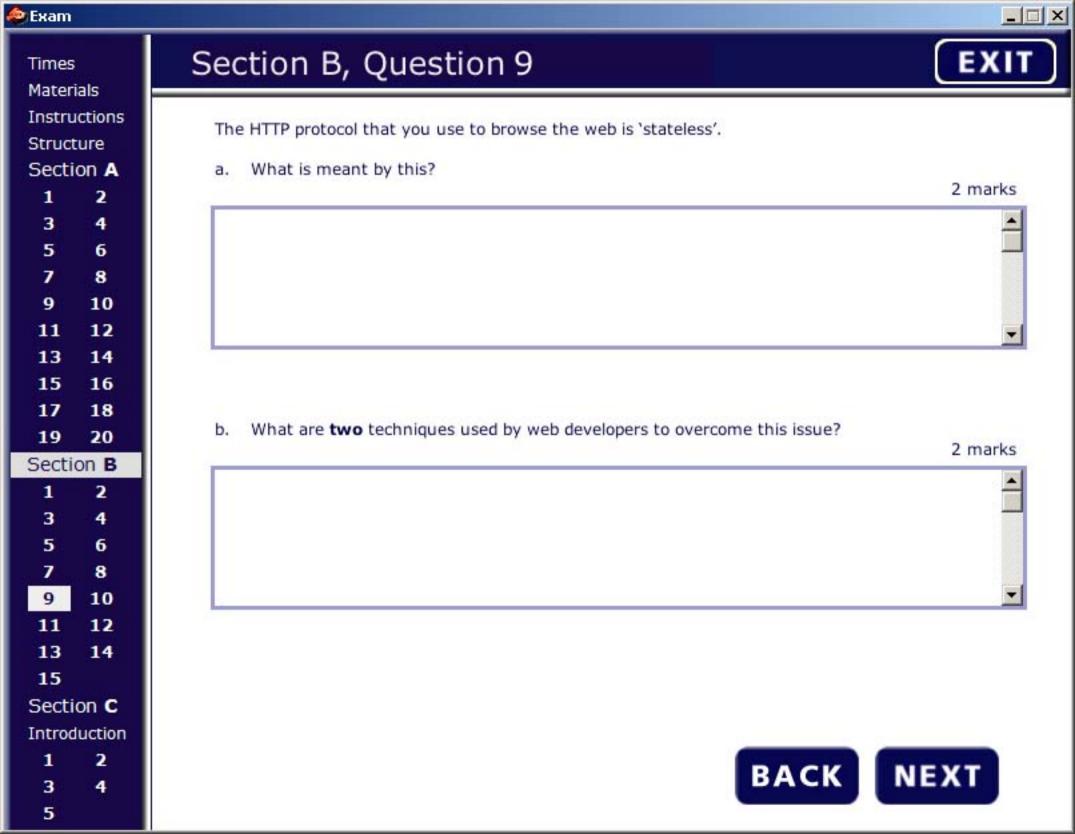
Exam
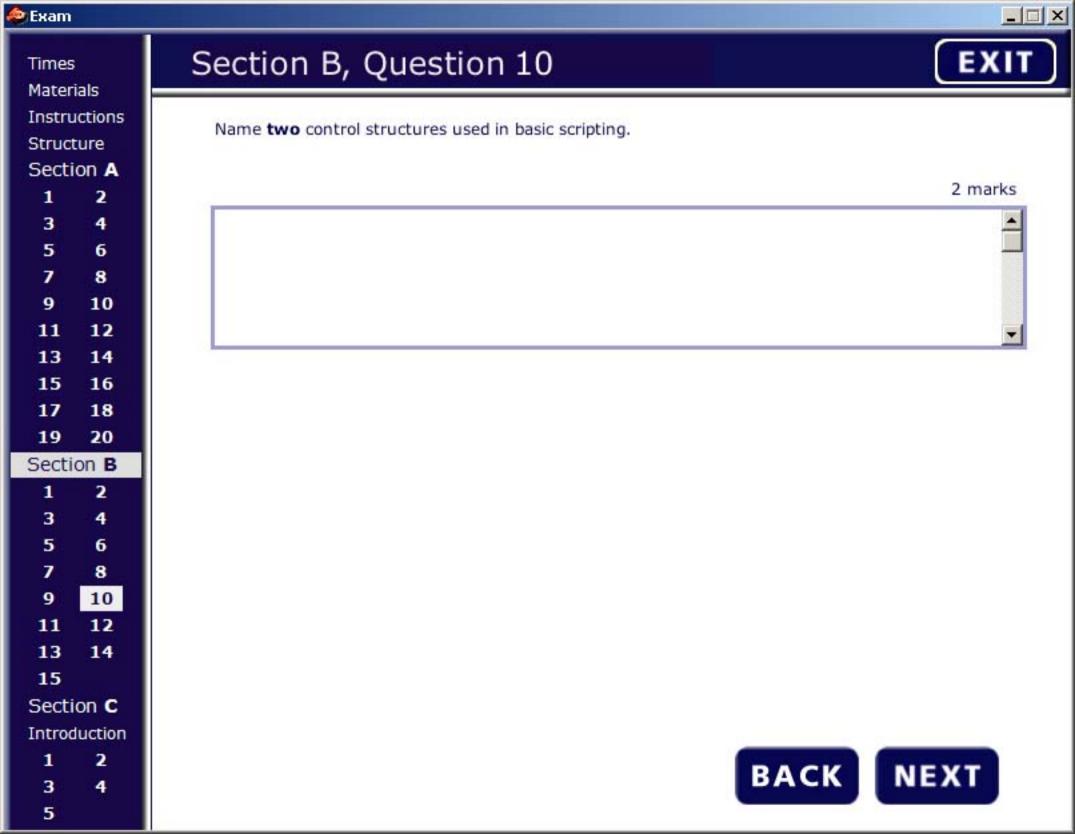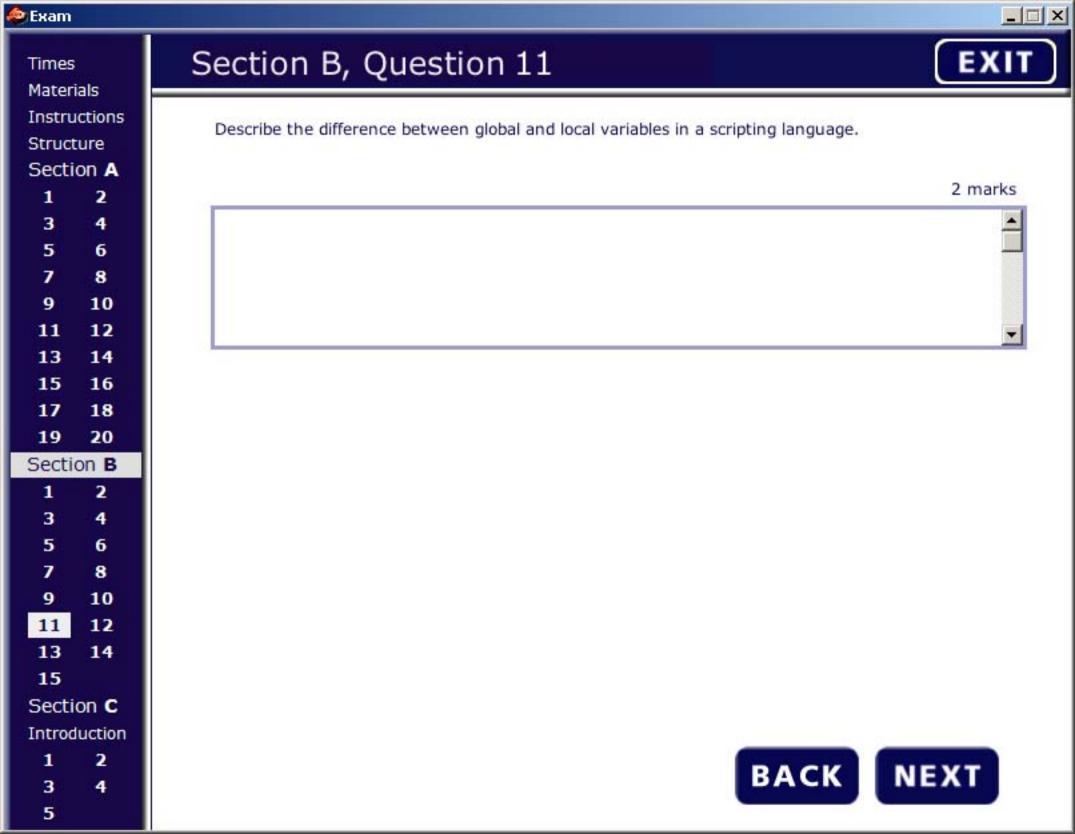
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Section B, Question 12

EXIT

A web site project you are working on will include a page which enables users to pay their accounts online. This page includes a scripted program that compares the amount owed with the amount paid and gives an appropriate message. Testing has shown that the message is always wrong. The recording of the amounts owed and paid has been tested and is faultless. The pseudocode algorithm below shows the logic which has been used to write the script which processes amountOwed and amountPaid.

Line number	
1	Start
2	If amountPaid > amountOwed then
3	difference = amountOwed – amountPaid
4	message = 'You have overpaid your account by' + difference + 'dollars'
5	else
6	difference = amountOwed + amountPaid
7	message = 'You have underpaid your account by' + difference + 'dollars'
8	end if
9	Print message
10	Finish

State **three** reasons why a script based on the above algorithm will give an incorrect message. Identify the line you are referring to if appropriate.

6 marks

BACK   **NEXT**

Section B, Question 13

EXIT

Give **two** advantages of using a storyboard for communicating between a multimedia developer and a client.

2 marks

BACK   **NEXT**

Section B, Question 14

EXIT

Identify **three** ways in which the online presentation of text is different to paper-based presentation of text.

3 marks

BACK   **NEXT**

Rewrite the following segment, which has a read time of about 12 seconds (44 words), to fit the production timing requirements of 6 seconds.

In the tree was a bird. He was sitting amongst the leaves. There was a cat in the junction of the branch. The cat was watching the bird. There was a noise in the leaves. The cat and the bird looked at each other.

2 marks

End Section B

BACK   NEXT