

# Content Technology

## Very Short Answer Type Questions

### Question 1.

What do you mean by the processing of data?

#### Answer:

The restructuring or reordering of data by people or machine to turn it into some useful information is called processing of data.

### Question 2.

What do you understand by the term information?

#### Answer:

When data is processed, organised or presented in a given context, so as to make it useful then it is called information

### Question 3.

The processed form of data is called information. Describe the further refinement of term information.

#### Answer:

Information after being transformed into some conceptual framework, so that it can be manipulated and used cognitively, is called knowledge.

### Question 4.

Differentiate between data and information.

#### Answer:

The raw facts are called as data while the data after processing is called as information.

### Question 5.

“Multimedia can stimulate the eyes, ears, brain and fingertips of a person.”  
With respect to the given statement explain the meaning of multimedia.

#### Answer:

Multimedia means any combination of text, audio, images, animation or video used for communicating through messages or information.

### Question 6.

Write down the names of the components of multimedia.

**Answer:**

Components of multimedia are text, audio, video, images and animation.

**Question 7.**

Animated movies, animated games etc, are some common applications of animation. What do you understand by the term animation?

**Answer:**

Animation is a sequential series of still images that create an illusion of motion.

**Question 8.**

How will you distinguish hypermedia from hypertext?

**Answer:**

Hypertext includes only plain text and links while hypermedia is a logical extension of hypertext, which includes graphics, audio, video, along with plain text and links.

### **Short Answer Type Questions**

**Question 1.**

What is content technology?

**Answer:**

Content is information and experiences that may provide value for an end user in specific contexts. Content may be delivered via any medium such as the Internet, television and audio CDs, as well as live events such as conferences and stage performances is called content technology. The word is used to identify and quantify various formats and style of information as manageable value adding components of useful media to the target audience.

**Question 2.**

“Information helps us in taking decisions”. What should be the characteristics of processed data in order to take meaningful decision?

**Answer:**

For the decision to be meaningful, the processed data (or information) must have the following characteristics:

- **Time** Information should be available when required.
- **Accuracy** Information should be accurate.
- **Completeness** Information should be complete in every aspect.

**Question 3.**

Explain the meaning of multimedia application.

**Answer:**

An application that uses multiple media sources like text, graphics, audio, video, images or animation or any combination of these is known as a multimedia application.

**Question 4.**

Why is multimedia necessary?

**Answer:**

Multimedia is necessary because it is a very effective presentation tool. When the various elements of multimedia like pictures, animations, sound, video clips are linked together, then these can enhance the thought process of the human brain.

**Question 5.**

Write down any two hardware requirements for multimedia.

**Answer:**

Two hardware requirements for multimedia are as follows:

- The CPU for a multimedia computer should be Pentium IV or other advanced chips.
- The multimedia PC should be equipped with a monitor having atleast VGA card.

**Question 6.**

For the creation of multimedia on the PC, we need some softwares, what are they?

**Answer:**

Software requirements for multimedia are as follows:

- Photoshop
- Flash
- Microsoft multimedia technologies

**Long Answer Type Questions****Question 1.**

Explain the difference between data and information along with the examples of each.

**Answer:**

Differences between data and information are as follows:

Data	Information
Data is used as input for the computer science.	Information is the output of data.

It is unprocessed facts or figures.	It is processed data.
It does not depend on information.	It depends on data.
It is not specific.	It is specific.
It does not carry a meaning.	It must carry a logical meaning.
It is the raw material.	It is the product.
E.g. each student's height is one piece of data.	E.g. the average height of the class or the student is the information that can be concluded from the given data.

### Question 2.

Differentiate between the types of multimedia with the help of an example.

### Answer:

Linear and non-linear multimedia are two different categories that are applicable to the world of multimedia. The main difference is that linear multimedia does not feature any sort of navigational abilities.

Differences between linear and non-linear multimedia are:

Linear Multimedia	Non-Linear Multimedia
The linear multimedia will go from the start all the way through the end point without any variation.	Non-linear multimedia does not follow the one-way structure and allow free movement around all aspects of the multimedia in any order.
The user has no control over the sequence of events.	The user can control the progress and sequence of multimedia.
It is not interactive.	It is interactive.
E.g. A movie, Documentary	E.g. Game, E-Book.

### Question 3.

Describe the various components of multimedia.

### Answer:

Various components of multimedia are described as follows:

- **Text** It is the most widely used and flexible means of representing information on screen and conveying ideas. It is not always a good idea to replace text with pictures or sounds, so designer should consider how to present text in an acceptable way and supplementing it with other media.
- **Graphics** Today visualisation has become an important part of the communication process and graphical images can be used to add emphasis, direct attention, illustrate concepts and provide a background for the content.
- **Audio** Audio is a very important element of multimedia application as it can enhance your multimedia application a number of ways.  
e.g. in delivering lectures over the Web music used to add interest and emotion to a presentation.
- **Video** Video provides a powerful impact in a multimedia program. In multimedia applications, now-a-days the digital video is becoming very much popular. These video clips can be edited easily and can be stored like any other computer file.
- **Animation** Animation is a process of making a static image look like it is moving. In multimedia, now-a-days animation is being used as 2-D animation and 3-D animation.

#### Question 4.

Write various areas, where multimedia has found its applications in present world?

#### Answer:

Multimedia can be used in a variety of ways. Various application areas of multimedia are as follows:

##### 1. Creative Industries

Creative industry refers to a range of economic activities which are concerned with the generation of knowledge and information. Advertising, architecture, art, crafts, design, fashion, film, music, publishing, toys, games etc., all comes under creative industries. In this area, multimedia is found to be very useful for representing information creatively.

##### 2. Entertainment

In present time, multimedia is being heavily used for entertainment purpose. By the use of multimedia, special effects are being added in movies and animations. Multimedia games are becoming very popular among people and kids as their favourite time pass.

##### 3. Business

In business, multimedia is being used in presentations, marketing, advertising, product demos, databases, catalogues, network etc. It is playing major role in making businesses and their products successful. Multimedia is also being widely

used in training programs.

**4. Schools**

The most needy place for multimedia are schools. By using multimedia for explaining a concept, a live and working demonstration can be given to the students in the class itself, so that they can get into the concept and can retain it for longer period of time.

Computer based training courses are being used so that students can get a topic anytime, anywhere without the help of the instructor.

**5. At Home**

Gardening, cooking, home designing, repairing some home appliances etc., are the areas where multimedia is being continuously used and becoming more popular everyday as a tool in home applications.

**6. Public Places**

In hotels, train stations, shopping malls, museums etc., multimedia can provide information and help to the consumers when no one is there to help them.

### **Application Oriented Questions**

**Question 1.**

Rinku works in a fruit juice company as the marketing manager. His company has made a new mango juice and Rinku wants to make a presentation on this new fruit juice so that it can attract more and more children towards this juice. Suggest him some tools for making this presentation.

**Answer:**

Rinku should make an interactive presentation and for this type of presentation nothing could be better than multimedia. He can use various multimedia components for making his presentation interactive.

**Question 2.**

Saurabh wants to insert graphics object in his presentation. Give him names of two graphic objects, which he can insert in his presentation?

**Answer:**

Picture and AutoShapes

**Question 3.**

Give one word for each of the following:

- An audio file extension.
- Ability to use information in a proper way.
- Digital image file extension.

- Software used for animation.
- Device used for better quality of sound input or output.

**Answer:**

- MP3 or WMA or WAVE or MIDI
- Knowledge
- JPEG or JPG or GIF or PNG or BMP
- Adobe Flash
- Sound Card

### Multiple Choice Questions

#### Question 1.

Data by itself is not useful unless

- (a) it is massive
- (b) it is processed to obtain information
- (c) it is collected from diverse sources
- (d) it is properly stated

**Answer:**

**(b)** Data is unprocessed and raw facts. It is not useful unless it is processed to obtain information

#### Question 2.

For taking decisions, data must be

- (a) very accurate
- (b) massive
- (c) processed correctly
- (d) collected from diverse sources

**Answer:**

**(c)** For taking decisions, data must be processed and manipulated correctly.

#### Question 3.

The data which is accurate, specific and organised for a purpose is known as

- (a) Data
- (b) Multimedia
- (c) Wisdom
- (d) Information

**Answer:**

**(d)** Data after processing becomes information and it is accurate, specific and organised for a purpose.

**Question 4.**

Raw facts are called

- (a) Data
- (b) Information
- (c) Knowledge
- (d) Wisdom

**Answer:**

**(a)** Raw facts represent unorganised form of information called data.

**Question 5.**

Information is

- (a) data
- (b) processed data
- (c) manipulated input
- (d) computer output

**Answer:**

**(b)** Information is the processed form of data.

**Question 6.**

Along with knowledge, if someone has common sense to know when and how to use that knowledge then it is known as

- (a) Knowledge
- (b) Internet
- (c) Wisdom
- (d) Multimedia

**Answer:**

**(c)** Wisdom is applied knowledge and it has a capacity to choose when and how to use knowledge.

**Question 7.**

When the content offers interactivity and users can control the progress of the content it is called as

- (a) Linear multimedia
- (b) Non-linear multimedia
- (c) Animation
- (d) None of the above

**Answer:**

**(b)** Non-linear multimedia uses interactivity to control progress, e.g. video games.

**Question 8.**

Which of the following is a component of multimedia?



- (a) Text
- (b) Images
- (c) Audio
- (d) All of these

**Answer:**

**(d)** Text, images, audio all are the components of multimedia.

**Question 9.**

Interactive combination of text, graphics, images, audio, video etc., is known as

- (a) Data
- (b) Information
- (c) Multimedia
- (d) Internet

**Answer:**

**(c)** Multimedia is a interactive combination of text, animations, sounds, images etc.

**Question 10.**

The content like audio, video and animation along with text is called

- (a) Hypertext
- (b) Multimedia
- (c) Hypermedia
- (d) None of these

**Answer:**

**(c)** An extension of hypertext is called hypermedia. Hypertext is based on textual links while hypermedia includes text, audio, images, sounds etc.

**Question 11.**

Find out the odd one

- (a) JPG
- (b) BMP
- (c) WAVE
- (d) PNG

**Answer:**

**(c)** WAVE is an audio format, rest are image file extensions.

**Question 12.**

What should be the minimum capacity of the RAM for multimedia?

- (a) 32 MB
- (b) 64 MB
- (c) 128 MB
- (d) 512 MB

**Answer:**

(b) At least 64 MB RAM is needed for multimedia.

### **Fill in the Blanks**

**Question 1.**

Letters, numbers and symbols are the various forms of .....

**Answer:**

data

**Question 2.**

When information is manipulated and used cognitively, it is called .....

**Answer:**

knowledge

**Question 3.**

Capacity to choose when and how to use knowledge is known as .....

**Answer:**

wisdom

**Question 4.**

Multimedia system consists of several .....

**Answer:**

media

**Question 5.**

..... disk drive must be attached to your computer to play multimedia.

**Answer:**

100 MB

**Question 6.**

Graphics provide an ..... impact.

**Answer:**

visual

**Question 7.**

..... is a sequential series of images that create an illusion of motion.

**Answer:**

Animation

## **True or False**

### **Question 1.**

Data can be viewed at the lowest level from which information and knowledge are derived.

**Answer:**

**True**

Data are raw facts, which after processing is called information and further refinement of information is called knowledge.

### **Question 2.**

The raw facts and unorganised form of data is called information.

**Answer:**

**False**

Organised form of data is called information.

### **Question 3.**

Multimedia has interactivity features.

**Answer:**

**True**

Multimedia is an integration of interactive media.

### **Question 4.**

Multimedia is an integration of sound, images, text, animation etc.

**Answer:**

**True**

Multimedia is a combination of several media like sound, hypertext, image and animation etc

### **Question 5.**

MP3, WMA, WAVE, MIDI are the extensions given to audio files.

**Answer:**

**True**

All of the above are audio file extensions.

**Question 6.**

You can play your CDs using MS-Paint.

**Answer:**

**False**

MS-Paint is not a media player. It is a painting software.

**Question 7.**

You are not required to have a hard disk to run multimedia software.

**Answer:**

**False**

Hard disk is required for multimedia software.

**Question 8.**

Optical Character Recognition (OCR) software allows the user to write in his/her normal handwriting.

**Answer:**

**False**

Handwriting recognition software allow the user to write in his/her normal handwriting.