

Roll No. 2022042110

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
✗	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 <u>A/B testing</u> .	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 ✓	<p>Explain about histogram specification. Explain the representation of histogram on the following data:</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Marks</td> <td>0-</td> <td>10-</td> <td>20-</td> <td>30-</td> <td>40-</td> </tr> <tr> <td></td> <td>10</td> <td>20</td> <td>30</td> <td>40</td> <td>50</td> </tr> <tr> <td>No. of students</td> <td>31</td> <td>78</td> <td>35</td> <td>41</td> <td>63</td> </tr> </table>	Marks	0-	10-	20-	30-	40-		10	20	30	40	50	No. of students	31	78	35	41	63	5	CO2
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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																		