



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC IV)

BMC 2215: MULTI-MEDIA PRESENTATIONS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the factors to consider while making a multi-media presentation. **(5 marks)**
- b) Outline any **FIVE** qualities of a multi-media presentation manager. **(5 marks)**
- c) Explain the 5ws in multi-media presentation. **(5 marks)**

QUESTION 2

- a) Discuss the principles of a successful multi-media presentation. **(5 marks)**
- b) Explain the following terms in relation to multi-media presentation:
 - i) Slideshow **(2 marks)**
 - ii) Timeline **(2 marks)**
 - iii) Audiotrack **(1 mark)**

SECTION B (Answer any TWO questions)

QUESTION 3

You have been tasked to prepare a presentation for a workshop in a local hotel. Explain the consideration you would make in preparation and presentation of visuals. **(20 marks)**

QUESTION 4

Discuss the importance of conducting an audience a survey for your multimedia presentation. **(20 marks)**

QUESTION 5

Critically examine the importance of budgets in multi-media presentation. **(20 marks)**