



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(BJMC VII)

BMC 4401: ONLINE JOURNALIM & WEB DESIGN

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) Explain the following terms as used in online journalism:
 - i) Domain **(3 marks)**
 - ii) Blog **(3 marks)**
 - iii) Convergence **(3 marks)**
 - iv) Digital divide **(3 marks)**
 - v) HRML **(3 marks)**
 - vi) HTTP **(3 marks)**
 - vii) ISP **(3 marks)**

- b) Explain the difference between internet and intranet. **(6 marks)**

- c) Distinguish between spyware and spam as used in online journalism. **(3 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Giving relevant examples discuss **FIVE** advantages and **FIVE** disadvantages of online journalism. **(20 marks)**

QUESTION 3

As a student of online journalism, explain the **TEN** ethical factors to consider while conducting your duties. **(20 marks)**

QUESTION 4

Discuss **FIVE** roles and **FIVE** importance of blogs in journalism. **(20 marks)**

QUESTION 5

- a) Explain **FIVE** news values you would consider as a student of online journalism when writing stories for the online audience. **(10 marks)**
- b) Discuss using relevant examples **FIVE** characteristics of online journalism. **(10 marks)**