



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
(YII, SII)

BMC 4306: MULTIMEDIA PRESENTATION

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) State the importance of multimedia. **(5 marks)**
- b) Outline the skills required for multimedia presentation. **(5 marks)**
- c) State any **FIVE** multimedia products. **(5 marks)**

QUESTION 2

- a) Explain the importance of any **FIVE** elements used in multi-media. **(5 marks)**
- b) Describe the purpose of hyper-media. **(5 marks)**
- c) Distinguish linear from non-linear media. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Discuss colour and type-style (FONTS) choices as a key factor of multi-media. **(20 marks)**

QUESTION 4

In sequence, outline the process of developing a multi-media documentary. **(20 marks)**

QUESTION 5

Discuss the importance of “Good multimedia products’ to (TUM) the Technical University of Mombasa. **(20 marks)**