



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YII, SII)

BMC 4306: MULTIMEDIA PRESENTATION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 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) Outline the characteristics of multimedia. **(3 marks)**
- b) Define the term multi-media. **(2 marks)**
- c) Name the **FIVE** main elements of multi-media. **(5 marks)**
- d) Explain any **FIVE** uses of multimedia on the internet. **(5 marks)**

QUESTION 2

- a) Describe the various categories of multi-media. **(10 marks)**
- b) State the function of multimedia in the creative industry. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Describe the process of multi-media preparation, production and uses in any given company.

(20 marks)

QUESTION 4

Discuss the importance of multi-media as a presentation tool.

(20 marks)

QUESTION 5

Discuss the effects of power-point presentation during a workshop or conference.

(20 marks)