



**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*

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**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)**