



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

BMC 2215: MULTI MEDIA PRESENTATIONS

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

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

This paper consists of Two printed pages.

SECTION A (Compulsory)

1. Outline the significant issues that one has to consider when planning for a multimedia presentation. **(10 marks)**
2. Discuss the following terms in relation to multimedia presentations. **(10 marks)**
 - i) Client brief
 - ii) Lighting
 - iii) Event marketing
 - iv) Risk
 - v) Evaluation
3. Discuss the considerations one has to make while planning for safety and comfort guests. **(10 marks)**

SECTION B (Answer any THREE questions)

4. A client has asked you to prepare visuals for an international meeting he is to have at a local international class hotel. Discuss the factors to consider while creating and presenting the visuals. **(10 marks)**
5. The qualities of an event manager will determine the success of an event. Discuss. **(10 marks)**
6. Events cannot be run without appropriate budgets. Critically appraise the considerations one has to make in budgeting for an event. **(10 marks)**
7. Outline Meeting Requirements is a critical in the planning process. Explain. **(10 marks)**