



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC IV)

**BMC 2215: MULTI-MEDIA PRESENTATIONS**

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) Discuss the factors to consider while making a multi-media presentation. **(5 marks)**
- b) Outline any **FIVE** qualities of a multi-media presentation manager. **(5 marks)**
- c) Explain the 5ws in multi-media presentation. **(5 marks)**

### **QUESTION 2**

- a) Discuss the principles of a successful multi-media presentation. **(5 marks)**
- b) Explain the following terms in relation to multi-media presentation:
  - i) Slideshow **(2 marks)**
  - ii) Timeline **(2 marks)**
  - iii) Audiotrack **(1 mark)**

## **SECTION B (Answer any TWO questions)**

### **QUESTION 3**

You have been tasked to prepare a presentation for a workshop in a local hotel. Explain the consideration you would make in preparation and presentation of visuals. **(20 marks)**

### **QUESTION 4**

Discuss the importance of conducting an audience a survey for your multimedia presentation. **(20 marks)**

### **QUESTION 5**

Critically examine the importance of budgets in multi-media presentation. **(20 marks)**