



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
(BJMC IV & V)

BMC 4305: MULTI-MEDIA PRESENTATION SKILLS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

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

QUESTION 2

- a) State the uses of Multimedia. **(5 marks)**
- b) Outline the skills required for multimedia. **(5 marks)**
- c) Name any **FIVE** multimedia products. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Discuss the role of good multimedia products to the Technical University of Mombasa. **(20 marks)**

QUESTION 4

Colour and Type-style (FONTS) choice are a key factor in multi-media; Discuss. **(20 marks)**

QUESTION 5

Explain the process used in developing a multi-media documentary. **(20 marks)**