



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM & MASS COMMUNICATION**

**BMC 4306: MULTI-MEDIA PRESENTATION SKILLS**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date May 2016 Paper 1

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **SIX** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

### **Question One**

- a) Outline the characteristics of Multi-Media (5 marks)
- b) Name the FIVE main elements of Multi-Media (5 marks)
- c) Explain any FIVE uses of multi-media on internet (5 marks)

### **Question Two**

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

## **SECTION B: (ANSWER ANY TWO)**

### **Question Three**

Describe the process of multi-media preparation, production and uses in a company (20 marks)

### **Question Four**

Discuss the importance of Multi-Media as a presentation tool (20 marks)

### **Question Five**

Discuss the effects of power-point presentation during a multi-media workshop or conference (20 marks)