



TECHNICAL UNIVERSITY OF MOMBASA

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 2

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) State the importance of Multi-Media (5 marks)
- b) Outline the skilled required for Multi-Media (5 marks)
- c) State any FIVE multi-media products (5 marks)

Question Two

- 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)

Question Three

Discuss color and type-style (FONTS) choices as a key factor of multi-media (20 marks)

Question Four

In sequence, outline the process of developing a multi-media documentary (20 marks)

Question Five

Discuss the importance of “Good multi-media products” to (TUM) the Technical University of Mombasa
(20 marks)