



# TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES Select Faculty/School/Institute

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4306 MULTI-MEDIA PRESENTATION

Type unit code Type unit name. END OF SEMESTER EXAMINATION

**SERIES: DECEMBER, 2016** Select series Pick year

**TIME: TWO** Choose hours HOURS

**DATE:** Pick Date Select Month PAPER TWO

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of TWO SECTION, SECTION "A" COMPLUSORY:

ATTEMPT ALL THE QUESTIONS,

SECTION "B" ATTEMPT ANY TWO QUESTIONS Choose No questions. Attempt Choose instruction.

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

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## SECTION A { ALL QUESTIONS ARE COMPULSORY }

### Question ONE

- |  |      |
|--|------|
| a. State the functions of Multi-media in the creative industry | 5Mks |
| b. Outline the skills required to produce multi-media content  | 5Mks |
| c. State any FIVE multi-media products                         | 5Mks |

### Question TWO

- |   |      |
|---|------|
| a. Explain the FIVE uses of multi-media | 5Mks |
| b. Describe the purpose of hyper-media  | 5Mks |
| c. Distinguish linear from non-linear   | 5Mks |

## SECTION B { ATTEMPT ANY TWO QUESTIONS }

**Question THREE**

Analyse the process of a “ GOOD MULTI\_MEDIA PRODUCT ” for the up-coming presidential national election in 2017

20Mks

**Question FOUR**

Discuss the effects of power-point presentation in a workshop or a conference

20Mks

**Question FIVE**

Discuss the importance of multi- media as a key learning presentation tool

20mks