



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 ONE

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.

SECTION A { ALL QUESTIONS ARE COMPULSORY }

Question ONE

Outline the importance of Multi-media presentation skills in :

- i. Business
- ii. Education
- iii. Entertainment
- iv. Homes
- v. Public places

10Mks

Question TWO

- a. Describe the various categories of multi-media 10Mks
- b. Explain the functions of multi-media in the creative industry 5Mks
- c. Define the term multi-media 2Mks
- d. Outline the characteristics of multi-media 3Mks

SECTION B { ATTEMPT ANY TWO QUESTIONS}

Question THREE

Discuss the effectiveness of multi-media as a presentation tool

20Mks

Question FOUR

In sequence, Describe the process of developing a multi-media documentary

20Mks

Question FIVE

Discuss the psychology of colour and type-style {Fonts} choices as a key factor of multi- media

20mks