



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4306: MULTIMEDIA PRESENTATION

END OF SEMESTER EXAMINATION

PROJECT

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Aug 2019

Instructions to Candidates

You should have the following to be graded for this examination

*Final well typed and bound project. Each candidate must present an examination pass and student ID when submitting the final project. Each group member must **PERSONALLY** sign the exam attendance sheet while submitting the project.*

This is a project; you are therefore expected to Choose No Attempt **ALL** questions

Project (group project) 70 marks

Technical university of Mombasa has in the recent past experienced a drop in the number of students joining various courses. The university senate has established lack of aggressive marketing as part of the problem and asked your media agency to assist in this regard.

Your task

As a multimedia content producer, develop a marketing presentation to be used your client in exhibitions and during student visits. Your project must include all multimedia elements.