



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4306: MULTIMEDIA PRESENTATION SKILLS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2HOURS

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

Question ONE

1. (a) Briefly explain FOUR elements of multimedia and their usage. (8 marks)
- (b) Elaborate THREE impacts of convergence of various media. (6 marks)
- (c) Outline FIVE advantages of using multiple channels of communication in relaying information to employees in an organization. (5 marks)
- (d) Identify any FIVE characteristics of multimedia presentations. (5 marks)
- (e) Analyze THREE uses of multimedia. (6 marks)

Section B: Answer TWO Questions

Question TWO

Media organizations locally and globally utilize various multimedia to effectively relay information on topical issues. Giving relevant examples, discuss FIVE technological challenges of using various multimedia tools. (20 marks)

Question THREE

Multimedia has greatly enriched the process of news production by media organizations. Giving relevant examples, discuss FIVE impacts of social media in enhancing news gathering and dissemination of information by media stations. (20 marks)

Question FOUR

Media convergence has facilitated in-depth news coverage and wide reach of audience by media stations. However, challenges have emerged all the same. Giving relevant examples, discuss FIVE disadvantages of media convergence in multimedia. (20 marks)

Question FIVE

Giving relevant examples, discuss FIVE points to consider when developing informational materials using digital media. (20 marks)