



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

department of COMMUNICATIONS STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

HMC 4306 MULTI-MEDIA PRESENTATION SKILLS

END OF SEMESTER EXAMINATION

SERIES: APRIL, 2025 Select series Pick year

TIME: TWO Choose hours HOURS

DATE: Pick Date Apr 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE QUESTIONS

QUESTION ONE AND TWO ARE COMPLUSORY:

YOU CAN THE ATTEMPT ANY OTHER TWO QUESTIONS, Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

{QUESTIONS ONE AND TWO ARE COMPULSORY}

Question ONE

Outline the importance of multi-media presentation skills:

- 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 |

{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