



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

department of media & Graphic design

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4306 MULTI MEDIA PRESENTATION SKILLS

END OF SEMESTER EXAMINATION

SERIES: APRIL, 2025

TIME: 2HOURS

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 & TWO ARE COMPLUSORY:

YOU CAN THEN ATTEMPT ANY OTHER TWO QUESTIONS, Choose No questions.

Attempt Choose instruction.

Do not write on the question paper.

{QUESTIONS ONE & TWO 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