



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4318 : MULTI-MEDIA PRESENTATION

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Answer All Questions in Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***

SECTION A (Compulsory)

QUESTION 1

- a) Outline the functions of multi-media presentation. (5 marks)

- b) State the different combinations that produce a multimedia presentation. (5 marks)

- c) Explain the various categories of multi-media. (4 marks)
- d) Outline two major characteristics of multi-media presentation. (6marks)
- e) State the importance of multi-media in the internet world. (5marks)
- f) Explain why multimedia is commonly referred to 'hypermedia' (5marks)

SECTION B (Answer any TWO Questions)

QUESTION 2

Discuss any FIVE applications area where multi-media combinations are a platforms of limitless delivery tool. **(20marks)**

QUESTION 3

Discuss any FIVE way a student can use interactive multimedia to build a port folio for his work.. **(20 marks)**

QUESTION 4

Explain any TEN reasons that make multi-media important in the cooperate world today. **(20 marks)**