



“Investing in Africa’s future”

**COLLEGE OF SOCIAL SCIENCES, HUMANITIES, THEOLOGY &
EDUCATION (CSSTHE)**

**HEC 224: MULTIMEDIA COMMUNICATION II
END OF SECOND SEMESTER FINAL EXAMINATIONS**

APRIL/MAY 2019

LECTURER: MR E.T. DOWERA

DURATION: 3 HRS

INSTRUCTIONS

- Answer any 3 questions
- All questions carry equal marks (20).
- DO NOT repeat material.
- Write legibly.

Question 1

Define communication and establish its relationship with development.

Question 2

Multimedia communication has improved the ease of doing business in the modern world. Discuss this assertion.

Question 3

In what ways can multimedia channels of communication promote the public international relations of a country?

Question 4

Explain communication theory. How does an understanding of communication theory improve multimedia communication processes?

Question 5

Explain the term multimedia. Discuss what one can do via the internet as a means of communication.

Question 6

Multimedia communication can aid or abet conflict. Discuss giving relevant and appropriate examples.

End of Paper