



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**Faculty of Human Sciences**

Department of Communication

<b>QUALIFICATION: Bachelor of Communication</b>	
<b>QUALIFICATION CODE: 07BACO</b>	<b>LEVEL: 6</b>
<b>COURSE: Web Communication</b>	<b>COURSE CODE: WCO621S</b>
<b>DATE: January 2019</b>	<b>SESSION: 2<sup>nd</sup> Opportunity</b>
<b>DURATION: 3 Hours</b>	<b>MARKS: 75 Marks</b>

<b>SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	<b>Ms A. Tjiramanga Dr A. Peel</b>
<b>MODERATOR</b>	<b>Ms. E. Ithindi</b>

**THIS QUESTION PAPER CONSISTS OF 1 PAGE**  
(Excluding this front page)

**INSTRUCTIONS**

1. Answer THREE of the four questions.
2. Write clearly and neatly.
3. Number the answers clearly.

**PERMISSIBLE MATERIALS**

1. Examination paper.
2. Examination script.

**Answer ONLY THREE of the four questions.**

**Question 1**

**(25 Marks)**

Provide an overview with a minimum of six milestones of the development of computer tablets and smartphones which started in the previous century and briefly discuss how these devices can be used meaningfully at the work place.

(500 words)

**Question 2**

**(25 Marks)**

Maile Ohye, the Development Programmes Tech Lead at Google, had this to say about websites: *“Unlike a decade ago, having a website is helpful, but it’s certainly not a necessity”* (“Bring your local business online”, You Tube Video 1). As the owner of a start-up business seeking an online presence,

- (a) interpret Ohye’s statement in the light of a more varied online media space, including web-run applications. [5 marks]
- (b) State whether or not you agree that having a website is “not a necessity” and give reasons for your answer. [5 marks]
- (c) Irrespective of your answer to sub-section (b), it is a fact that company websites do still exist. How might the owners of these websites take advantage of newer online media channels, while still operating their own websites? [10 marks]

(500 words)

**Question 3**

**(25 Marks)**

Imagine you have just started your own start-up business (you can choose the type of business). Now you need to attract the interest of the reader to stay on your website. Find a company name for your business and write the “About us” section for your website. Select your audience and approach very carefully. Your write-up must include a description/a story/background of your business, vision, mission, and how you intend to serve your customers.

(500 words);

**Question 4**

**(25 Marks)**

What is the significance of the “Golden triangle” to search engine optimization? How might a business owner increase the prospects of their online presence being within that “golden triangle”?

(500 words)

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**TOTAL:75**