



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**Faculty of Human Sciences**

**Department: Communication**

<b>QUALIFICATION:</b> Bachelor of Communication	
<b>QUALIFICATION CODE:</b> 07BACO	<b>LEVEL:</b> 6
<b>COURSE:</b> Web Communication	<b>COURSE CODE:</b> WCO621S
<b>SESSION:</b> January 2020	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 Hours	<b>MARKS:</b> 75

<b>SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION</b>	
<b>EXAMINER(S)</b>	Ms A. Tjiramanga
<b>MODERATOR</b>	Dr H. Mapudzi

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer THREE of the four questions.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li></ol>

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

**Question 1****(25 Marks)**

Discuss the importance of Netiquette in the online environment of a work place. Mention at least 5 guidelines for the online use. Illustrate your answer with relevant examples.

( 500 words)

**Question 2****(25 Marks)**

Evaluate the benefits of Facebook as a platform for promoting your brand. As part of your evaluation, explain how Facebook might enhance your marketing and sales efforts as a start-up business.

(500 words)

**Question 3****(25 Marks)**

Define the term Search Engine Optimisation (SEO) and illustrate how to apply strategies for your own business in order to target your potential customers who you want to visit your website.

(500 words)

**Question 4****(25 Marks)**

Given the content limitations of character count and other visual limitations of the micro-blogging platform, Twitter, predict and discuss at least two limitations and two strengths that a start-up entrepreneur might encounter in making use of this platform for sales and marketing purposes.

(500 words)

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**Total: 75****End of Examination**