



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Faculty of Human Sciences

Department of Communication

QUALIFICATION: Bachelor of Communication	
QUALIFICATION CODE: 07BACO	LEVEL: 6
COURSE CODE: WCO621S	COURSE NAME: WEB COMMUNICATION
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms A. Tjiramanga
MODERATOR	Ms. E. Ithindi

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

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

Answer three questions only.

Question 1

(25 marks)

Write an essay on communicating on the Web with a focus on what type of language to use in an academic or professional online discussion forum. (500 words)

Question 2

(25 marks)

Imagine the following scenario:

You are a Communication Officer in a large company. Colleagues from different departments submit texts and articles for your organisation's website, but their style and approach lacks appropriateness. So, your supervisor has asked you to write a memo to staff members in which you give advice on "Writing for the Web". Include a minimum of 10 general tips. (500 words)

Question 3

(25 marks)

Organisational websites can be useful in many ways. Write an essay in which you discuss the advantages of an organisational website. (500 words)

Question 4

(25 marks)

"The Internet is becoming the town square for the global village of tomorrow." (Bill Gates)

Give an overview of the use of the Internet and social networks and discuss advantages and disadvantages of their use. Illustrate your essay with examples. (500 words)

Total: 75 Marks

End of Examination