



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION

QUALIFICATION : BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BCMM	LEVEL: 5
COURSE CODE: DCO521S	COURSE NAME: DIGITAL COMMUNICATION
SESSION: NOVEMBER 2022	PAPER: 1
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	Ms E N Gervasius
MODERATOR:	Dr H Ellis

INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer ONLY THREE (3) questions.2. Read all the questions carefully before answering.3. Number the answers clearly4. Your essay answers must not be more than 600 words	

Faculty of Commerce, Human Science and Education
Department of Communications
DCO521S: Digital Communication
Regular Examinations
October/November 2022

Instructions: Answer all questions under **Section A** and choose **only ONE** question in **Section B**.

SECTION A:

Question 1:

- a. Describe the process of content development [5 marks]
- b. Identify 5 key uses of social media by an organization [5 marks]
- c. Discuss ethical implications to be taken in cognizance in Digital Communications [5 marks]

Question 2:

- a. Describe the features and use of Instant messaging [5 marks]
- b. Discuss 5 key steps in Audience Development [10 marks]
- c. Describe the functions of managing and maintaining a website [5 marks]

Question 3:

- a. Discuss the role of Academia in the governance of the internet [5 marks]
- b. Identify the use of the internet in Communication [10 marks]
- c. Explain what is a website and its key functions [10 marks]
- d. Explain how and why instant messaging is increasingly becoming useful? [5 marks]

Question 4:

Explain how ethics are challenging to comply with in a Digital world [15 marks]

SECTION B:

Question 5:

Discuss the importance of creating and maintaining a social media page for an organization [20 marks]

Question 6:

- a. Identify one key aspect of the architecture of the internet and explain its outstanding feature [5 marks]
- b. Within the context of Digital communication, explain the role that Microsoft Explorer or its successor Opera plays? [5 marks]
- c. Discuss the challenges in Digital Communication [10 marks]

TOTAL: 100 marks

END OF EXAMINATION