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COURSE: Multimedia Applications	COURSE CODE: MMA710S
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DURATION: 2 Hours	MARKS: 87

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR (S):	Dr. Victoria Hasheela

**THIS EXAMINATION PAPER CONSISTS OF 5 PAGES
(INCLUDING THIS FRONT PAGE)**

Instructions for the Instructor/Moderator

- 1. Please use the memorandum or sample solutions to guide your marking.**
- 2. When marking questions you should be guided by the allocation of marks.**
- 3. Sample answers or solutions appear in bold.**
- 4. Reasonable, in depth or innovative correct solutions provided by the students should be allocated marks even though not provided in this memorandum**

QUESTION 1**[24]**

1. Individuals with disabilities are often not considered in public institutions. Indicate one media you would include directly support effective communication to following group of people? [2x5=10]

Expected Answer:

Group	Description of Individuals living with disabilities:	Recommended Media
A	Visual Challenges	
B	Hearing Challenges	
C	Language Challenges	
D	No Challenges	
E	Integrating A to D	

2. Provide three (3) instances where sound media are commonly used for effective public services communication (3x2=6)
3. Explain by stating three reasons when you would recommend that an organization employ multimedia to promote their products and services. (3x2=6)
4. Briefly explain when mapping text across platform may be of necessity to communicate to citizen/residents of a nation such as Namibia. (2)

QUESTION 2**[10]****Match the terms on the left with the definitions on the right. (10x1=10)**

_____ 1. Technical Barrier	A. Wave of light project the world to human senses.
_____ 2. Unicode Character Set	B. Object signal is broken into tiny pieces and assign a number to each piece
_____ 3. Calligraphists	C. Digital image types
_____ 4. Analog image	D. Integration of factors such as grab users' attention and engages all/most users' senses.
_____ 5. Effective understanding of shared messages	E. Multimedia that could distract from the message.
_____ 6. Digital Images	F. Limitation as result of Storage or Network bandwidth that may restrict multimedia to achieve its objective
_____ 7. Poorly Designed	G. This is not considered as a basic components of a multimedia computer
_____ 8. Data and Information	H. Requirement for pre-printing press when text and images were handmade.
_____ 9. Bitmaps/Raster and Vector	I. Numbers or values are assigned code requires 7 bits of data ($2^7=128$).
_____ 10. An ASCII	J. Development of Codes to support all known languages and alphabets

1. The NUST e-learning system's contents is developed using English language.
 - a) What code is used for contents by the developer?

 - b) Discuss the weaknesses of adopting the NUST eLearning systems' contents for any indigenous Namibian languages. (4x2=8)

 - c) How would you overcome the challenges of language-codes mismatch in the Namibian languages' local contents creation? (2x2=4)

2. Multimedia applications are developed to fully cater for all human residents, providing prime attention for people leaving with a disability for effective communication using computers.
 - a) Describe five basic components you would consider to be essential as your recommendation to the organization's management for the proposed multimedia application for the promotion of the organization's products and services. (7)

 - b) Explain three (3) challenges each that may occur because of the color when considering true image representation. Using bitmap or vectors format images on the web (6x2=12)

1. Distinguish the presentation by stating three (3) points each between "Bitmap based fonts" and "Vector based fonts" [1x6=6]

2. Readability is an important factor that needs to be considered when designing text for text body not just the heading in multimedia. What are the three steps you would take to ensure the legibility of the text character to all organization's staff and customers?

3. Match the large project teams on the left with responsibility on the right. (10x1=10)

_____ 1. Client	A. Clear understanding and knowledge about organisation, product and content requirements / Content adviser to programmer.
_____ 2. Project Manager	B. Works based on specific instructions regarding layout, content and graphic design
_____ 3. Project Designer	C. A specialist in computer-based writing and works closely with the programmer(s)
_____ 4. Subject Matter/Domain expert	D. Analyses, designs and manages content/Creates the structure of a Web site or product
_____ 5. Information Architect	E. A technician who provides technical advisor regarding overall multimedia synergy and alignment of the website projects.
_____ 6. Programmer	F. Limitation as result of Storage or Network bandwidth that may restrict multimedia to achieve its objective
_____ 7. Multimedia Specialist	G. Oversees the production of <i>content and may</i> make suggestions regarding changes to the project team leader
_____ 8. Project Editor	H. Functional/Nonfunctional Requirement gathering, allocate time and budget preparation
_____ 9. Copywriter	I. Design initial visuals are "mocked" up with an image manipulation package such as Photoshop;
_____ 10. Graphic Artist	J. Client Liaison and overall view of the project/task scheduling