



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION :</b> BACHELOR OF COMMUNICATION	
<b>QUALIFICATION CODE:</b> 07BACO	<b>LEVEL:</b> 5
<b>COURSE CODE:</b> DCO521S	<b>COURSE NAME:</b> DIGITAL COMMUNICATION
<b>SESSION:</b> DEC 2025	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Mr. Lot Ndamanomhata
<b>MODERATOR:</b>	Dr. Hugh Ellis-Mwiya

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

**PERMISSIBLE MATERIALS**

1. Examination paper
2. Examination script

**THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)**

**SECTION A: THEORETICAL KNOWLEDGE**

**(20 Marks)**

**Question 1**

**(5 marks)**

Define and differentiate between the following terms in the Namibian context:

- a) Internet Architecture
- b) Internet Service Provider (ISP)
- c) Cybersecurity
- d) Digital Footprint
- e) Social Media

**Question 2**

**(5 marks)**

Explain how the Namibian internet infrastructure and regulatory environment (including Telecom Namibia, MTC, and CRAN) influence internet access and the provision of online communication services in Namibia.

**Question 3**

**(10 marks)**

Discuss the evolution of the internet from Web 1.0 to Web 5.0. How do recent developments, such as Web 5.0, aim to enhance user data control and improve digital communication ethics in Namibia?

**SECTION B: DIGITAL TRENDS AND TECHNOLOGIES**

**(30 Marks)**

**Question 4**

**(10 marks)**

Discuss the advantages and challenges of cloud computing for Namibian businesses and government entities, with particular emphasis on data privacy and infrastructure limitations.

**Question 5**

**(10 marks)**

Explain the role of social networking in shaping professional and social identities in Namibia. What are some risks associated with social networking, such as identity theft and misinformation?

**Question 6****(10 marks)**

Analyse how Search Engine Optimization (SEO) and AI-driven technologies are transforming digital marketing in Namibia. How do these changes affect the visibility and outreach of Namibian businesses?

**SECTION C: ETHICS AND GOVERNANCE****(30 Marks)****Question 7****(10 marks)**

What ethical challenges arise from collecting and using big data in Namibia? Propose measures organizations can take to ensure ethical and legal compliance.

**Question 8****(10 marks)**

Referencing the Otjiwarongo Municipality cyberattack, discuss the ethical responsibilities and practical actions Namibian organizations should adopt to protect user data and respond to cyber threats.

**Question 9****(10 marks)**

Explore the ethical considerations for Namibian organizations when using digital platforms for social activism. How can they ensure inclusive, responsible, and effective messaging?

**SECTION D: CASE STUDY ANALYSIS****(20 Marks)****Question 10 (20 marks)****Case Study:**

The Otjiwarongo Municipality experienced a ransomware cyberattack in July 2025, involving possible data theft and a ransom demand by the hacker group "INC Ransom." NAM-CSIRT and CRAN responded promptly by notifying the municipality, recommending containment measures, and launching a formal investigation.

**Part A****(10 marks)**

Identify and analyse the cybersecurity vulnerabilities and ethical issues revealed by this case.

**Part B****(10 marks)**

Propose a comprehensive digital communication and cybersecurity strategy for the municipality to prevent future incidents, protect citizen data, and maintain public trust.

**END OF QUESTION PAPER**