



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

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

**DEPARTMENT OF LANGUAGE AND COMMUNICATION**

<b>QUALIFICATION : BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE: 07BCMM</b>	<b>LEVEL: 5</b>
<b>COURSE CODE: DCO521S</b>	<b>COURSE NAME: DIGITAL COMMUNICATION</b>
<b>SESSION: NOVEMBER 2023</b>	<b>PAPER: 1</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

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

<b>INSTRUCTIONS</b>	
<ol style="list-style-type: none"><li>1. Read all the questions carefully before answering.</li><li>2. Section A is compulsory. Choose only one (1) question in Section B.</li><li>3. In Answer ONLY FOUR (4) questions.</li><li>4. Number your answers clearly.</li></ol>	

**Faculty of Commerce, Human Science and Education**  
**Department of Language Communications**  
**DCO521S: Digital Communication**  
**Regular Examinations**  
**November 2023**

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**Instructions:** Read instructions carefully

Section A is compulsory. Choose only one (1) question in Section B.

In Answer ONLY FOUR (4) questions.

**Section A. All questions in this section are compulsory.**

**Question 1:**

- 1.1 Identify 5 trends in digital communication [5 marks]
- 1.2 Describe the process of audience development [5 marks]
- 1.3 Discuss the importance of social media in facilitating communication in an organisation [5 marks]
- 1.4 List some advantages of instant messaging over traditional SMS service? and share examples [10 marks]

**Question 2:**

- 2.1 Explain the concept of Social Networking? [5 marks]
- 2.2 Define the use of a website in facilitating communication [5 marks]
- 2.3 Describe how the governance of Internet takes place [5 marks]
- 2.4 Discuss the key feature of social media communication [10 marks]

**Question 3:**

- 3.1 Explain 5 key uses of social media by an organization [10 marks]
- 3.2 Discuss any 2 key infrastructure you remember that facilitates Digital Communication and explain key specific role they play [10 marks]
- 3.3 Discuss key challenges with Digital Communications [10 marks]

**Section B. Answer only ONE (1) Question in this section**

**Question 4:**

Explain how ethics are challenging to comply with regards to communication in digital world [20 marks]

**Question 5:**

- 5.1 Describe with examples how Digital media transform social and work lives daily [10 marks]
- 5.2 Using own understanding, quantify whether Namibia has tapped into Web 5.0 usage yet or not? [10 marks]

**END OF EXAM**

**TOTAL: 100 marks**