



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION : BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 5
COURSE CODE: DCO521S	COURSE NAME: DIGITAL COMMUNICATION
SESSION: NOV 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Mr. Lot Ndamanomhata
MODERATOR:	Dr. Hugh Ellis-Mwiya

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

PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

THIS QUESTION PAPER CONSISTS OF 5 PAGES (Including this front page)

SECTION A: DEFINITIONS AND THEORETICAL CONCEPTS

(20 Marks)

Question 1

(5 Marks)

Define the following terms in the context of digital communication and explain their relevance:

- a) Low Earth Orbit (LEO) Satellite Internet
- b) Broadband Minimum Speed Standards
- c) Social Media Algorithms
- d) Digital Literacy
- e) Data Sovereignty

Question 2

(5 Marks)

Discuss the evolution of internet connectivity in Namibia, from traditional broadband to the upcoming LEO satellite services. Focus on how these advancements could bridge the urban-rural digital divide, using Echo Namibia's September 2025 launch as an example.

Question 3

(10 Marks)

Explain the role of the National Digital Strategy (NDS) in transforming Namibia's communication landscape. What are the key goals, and how might these influence both government services and private sector innovation?

SECTION B: DIGITAL TRENDS AND PRACTICAL APPLICATIONS

(30 Marks)

Question 4

(10 Marks)

Develop a digital communication strategy for a Namibian tourism lodge in a remote area preparing to connect to Echo Namibia's LEO internet. Your plan should integrate:

- Social media (Instagram, Facebook, WhatsApp)
- Email marketing
- Search Engine Optimization (SEO)
- Online booking and customer engagement tools.

Question 5

(10 Marks)

Artificial Intelligence (AI) is shaping digital communication in Namibia. Using examples from companies such as FNB Namibia, Shoprite Namibia, or MTC, explain:

- Three AI-driven tools that improve customer engagement
- How personalization works in digital marketing
- Two major risks of AI in digital communication.

Question 6

(10 Marks)

Video content continues to dominate online platforms. Suggest three innovative ways Namibian organizations like NUST or MTC could use video in their campaigns. Consider Namibia's digital infrastructure, audience preferences, and data costs in your answer.

SECTION C: CRITICAL THINKING AND ETHICS

(30 Marks)

Question 7

(10 Marks)

Web 5.0 aims to deliver emotionally intelligent and immersive experiences. Discuss two potential ethical risks of emotionally responsive platforms in Namibia and two ways organizations can ensure ethical and culturally sensitive use of this technology.

Question 8

(10 Marks)

Misinformation on social media can threaten public trust. In the Namibian context, how should platforms like Facebook and X balance freedom of speech with content moderation? Support your answer with two ethical frameworks and relevant Namibian laws or policies.

Question 9

(10 Marks)

With the Namibian Data Protection Bill 2023 in mind, explain the ethical responsibilities of digital communication professionals in safeguarding personal data. Suggest four practical measures organizations should take to maintain privacy and security.

SECTION D: CASE STUDY ANALYSIS

(20 Marks)

Question 10: Case Study

(20 Marks)

Scenario:

In November 2025, a Namibian online retail company suffers a cyberattack that exposes thousands of customers' payment details. The company is accused of using outdated security protocols, not complying with the Data Protection Act, and delaying public disclosure.

Part A

(10 Marks)

Identify five major mistakes the company made in digital communication and crisis management.

Part B

(10 Marks)

Propose a step-by-step crisis recovery plan, focusing on:

- Transparent digital communication
- Rebuilding customer trust
- Legal compliance
- Long-term cybersecurity improvements.

END OF QUESTION PAPER