



**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: DC0521S	COURSE NAME: DIGITAL COMMUNICATION
SESSION: NOVEMBER 2022	PAPER: 2
DURATION: 3 hours	MARKS: 100

SECOND 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
Supplementary Examinations
November 2022

Instructions: Answer all questions

Question 1:

- a. Explain the concept of Social Media [5 marks]
- b. Discuss the concept of Digital Communication [5 marks]
- c. Describe key features of instant messaging [5 marks]

Question 2:

- a. Discuss 3 key digital trends you have observed in digital communication at corporate level in Namibia [5 marks]
- b. Discuss 4 key features facing Namibia in regards to dealing with legal issues in Digital Communications [10 marks]
- c. Discuss the challenges in Digital Communication [10 marks]

Question 3:

- a. Explain the challenges in managing audience in the digital era [10 marks]
- b. Describe 5 key trends in Digital Communication [10 marks]
- c. Discuss risk associated with social media that you are familiar with and explain how this risk happen [10 marks]
- d. Describe how the governance of Internet takes place [5 marks]

Question 4:

Describe the status of the development of Digital Communication in Namibia [10 marks]

Question 5:

Explain the challenges that Africa (or developing nations) face in the global governance of the internet [10 marks]

END OF EXAM

TOTAL: 100 Marks