



**NAMIBIA 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: JANUARY 2024</b>	<b>PAPER: 2</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>SECOND 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. Answer ONLY THREE (3) questions.</li><li>4. Number your answers clearly.</li></ol>	

Faculty of Commerce, Human Science and Education  
Department of Language and Communications  
DCO521S: Digital Communication  
Second Opportunity Examinations  
January 2024

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**Instructions:** Answer all questions under **Section A** and choose **only ONE** question in **Section B**.

**SECTION A: Answer all questions under this section.**

**Question 1:**

- 1.1 Explain the importance of planning in content development [5 marks]  
1.2 Define the concept of Instant Messaging and list three (3) of its features [5 marks]  
1.3 Discuss the limitations of digital communication? [5 marks]  
1.4 Name for (4) key players in the internet ecosystem in Namibia and explain the role of one (1) of the players [5 marks]  
1.5 Identify the difference between a web browser and a search engine and provide an example for each [10 marks]

**Question 2:**

- 2.1 Explain how Internet connectivity takes place, from an infrastructure perspective? [5 marks]  
2.2 Describe the role of Google Chrome in facilitating digital communication [5 marks]  
2.3 Outline the main differences between Web 1.0 and Web 3.0. [10 marks]  
2.4 Describe the three (3) key components of internet? [10 marks]  
2.5 Discuss some of the major advantages of social media? [10 marks]

**Section B. Choose only one question.**

**Question 3:**

- 3.1 Discuss the differences between the follow three concepts.  
-Intranet  
-extranet  
-internet? [10 marks]  
3.2 Discuss the importance of creating and maintaining a social media page for an organisation. [20 marks]

**Question 4:**

- 4.1 Discuss the benefits that digital technologies bring to communication in the 21st century. [10 marks]  
4.2 Explain the challenges in managing audience in the digital era [10 marks]  
4.3 Explain the role of the government of Namibia in the governance of the Internet [10 marks]

**END OF EXAM**

**TOTAL: 100 marks**