FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION : BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: DCO521S	LEVEL: 6
COURSE CODE: 07BACO	COURSE NAME: DIGITAL COMMUNICATION
SESSION: JAN 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

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

INSTRUCTIONS
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 _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) Social Media
b) Social Networking
c) User-Generated Content
d) Digital Footprint
e) Digital Communication Ethics

Question 2 (5 marks)

Explain the concept of *internet architecture* as it applies to Namibia. How does it influence internet access and the functioning of online services in Namibia, and what roles do key players like ISPs (Telecom Namibia, MTC), content providers (Namibian media outlets), and regulators (CRAN) play in this architecture?

Question 3 (10 marks)

Discuss the relationship between content development and audience engagement in Namibia. How does effective content management influence the success of Namibian digital communication strategies, particularly for businesses and public institutions?

Section B: Digital Trends and Technology (30 Marks)

Question 4 (10 marks)

Cloud computing has become increasingly important in Namibia for businesses and government entities. Discuss the advantages and potential risks associated with the use of cloud-based services in Namibian digital communication strategies, considering factors like infrastructure and data privacy.

Question 5 (10 marks)

How is the *Internet of Things (IoT)* transforming digital communication in Namibia? Provide examples of how IoT devices are being used in sectors such as agriculture, tourism, and urban planning to enhance communication and services.

Question 6 (10 marks)

Analyze how *Search Engine Optimization (SEO)* trends have evolved in Namibia over the past five years. How are AI and voice search influencing SEO strategies for Namibian businesses and public institutions?

Section C: Ethics and Governance (30 Marks)

Question 7 (10 marks)

What are the ethical challenges of collecting and using big data in Namibia's digital marketing sector? What measures should organizations take to ensure that their data collection and usage practices align with ethical standards in Namibia, especially in sectors like banking and retail?

Question 8 (10 marks)

With the growing threat of cyberattacks in Namibia, what ethical considerations should local organizations take into account when handling user data? How can Namibian digital communication professionals contribute to ensuring cybersecurity and data protection in businesses and government services?

Question 9 (10 marks)

Explore the role of digital communication in social activism in Namibia, particularly in movements such as #ShutItAllDown. What ethical responsibilities do Namibian organizations have when using digital platforms for advocacy, and how can they ensure responsible and inclusive messaging?

Section D: Case Study Analysis (20 Marks)

Question 10 (20 marks)

Case Study

A Namibian environmental NGO is launching a campaign to raise awareness about the impact of climate change in rural areas, using digital communication tools. The campaign will leverage social media, Namibian influencers, and data-driven personalization strategies. However, there are concerns about data privacy and the ethics of targeting vulnerable communities in regions like Kavango East and Zambezi.

Part A

Analyze the potential ethical issues in using data-driven personalization for social advocacy campaigns in Namibia. (10 marks)

Part B

Propose a comprehensive digital communication strategy for the campaign that addresses these ethical concerns while ensuring maximum impact across Namibia. (10 marks)

END OF QUESTION PAPER