



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION : BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE: DCO521S</b>	<b>LEVEL: 6</b>
<b>COURSE CODE: 07BACO</b>	<b>COURSE NAME: DIGITAL COMMUNICATION</b>
<b>SESSION: NOV 2024</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Mr. Lot Ndamanomhata
<b>MODERATOR:</b>	Dr. Hugh Ellis

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

**PERMISSIBLE MATERIALS**

1. Examination paper
2. Examination script

**THIS QUESTION PAPER CONSISTS OF \_4\_ 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) Web 4.0
- b) Internet Architecture
- c) Social Media Algorithms
- d) Content Management System (CMS)
- e) Governance of the Internet

### **Question 2 (5 Marks)**

Discuss the evolution of digital content creation from Web 1.0 to Web 4.0, focusing on how the roles of users have changed over time. You may provide examples from Namibian online platforms such as The Namibian newspaper website or NUST Website

### **Question 3 (10 Marks)**

Explain the role of social media platforms in modern communication strategies. What are the key benefits and challenges that organizations face when integrating social media into their communication efforts? Use examples from Namibian companies like, MTC Namibia, or FNB Namibia.

## **Section B: Digital Trends and Practical Applications (30 Marks)**

### **Question 4 (10 Marks)**

Develop a digital communication strategy for a small Namibian business launching its first e-commerce website (for example, a local fashion store or craft business). Consider the use of social media (WhatsApp, Instagram), email marketing, content development, and Search Engine Optimization (SEO).

### **Question 5 (10 Marks)**

Artificial Intelligence (AI) is transforming digital marketing. Provide examples of how AI-driven tools (e.g., chatbots on Namibian websites like Namibia Breweries or Shoprite Namibia) are being used to enhance customer engagement and personalize content. Discuss the potential risks associated with AI in digital communication.

### **Question 6 (10 Marks)**

The rise of video content as a dominant form of digital communication has influenced trends in content creation. How can Namibian organizations, such as Communications Regulatory Authority of Namibia (CRAN) or NamPost, effectively integrate video into their digital marketing strategies? What are the key factors for success, considering the local digital infrastructure and audience preferences?

## **Section C: Critical Thinking and Ethics (30 Marks)**

### **Question 7 (10 Marks)**

The evolution of Web 5.0 anticipates a web that understands emotions and offers immersive experiences. Discuss the potential ethical implications of a web that interacts with users on an emotional level. How can Namibian organizations use this technology responsibly, ensuring it aligns with ethical norms in Namibia?

### **Question 8 (10 Marks)**

Social networking platforms face increasing pressure to combat misinformation and harmful content. How should platforms such as Facebook and Formerly Twitter now known as X balance freedom of speech with content moderation in Namibia? What ethical frameworks can guide decision-making in this area, especially considering Namibia's legal environment on free speech?

### **Question 9 (10 Marks)**

Discuss the ethical responsibilities of digital communication professionals when managing user data. What measures should be taken to ensure data privacy and security in an increasingly connected Namibia, considering laws like the Namibian Data Protection Act?

## **Section D Case Study Analysis (20 Marks)**

### **Question 10: Case Study (20 Marks)**

Case Study: A large Namibian bank faces backlash after a major data breach that compromised thousands of customers' personal information. The bank has been criticized for its inadequate security measures and slow response to the crisis.

Part A: Analyze the key mistakes the bank made in terms of digital communication and crisis management. (10 Marks)

Part B: Propose a step-by-step plan to rebuild the bank's reputation, focusing on digital communication strategies, transparency, and restoring trust with its customers. (10 Marks)

**END OF QUESTION PAPER**