

MOI UNIVERSITY
SCHOOL OF HUMAN RESOURCE DEVELOPMENT
DEPARTMENT OF COMMUNICATION STUDIES
FOURTH YEAR, SECOND SEMESTER EXAMINATIONS
2015-2016 ACADEMIC YEAR (AUGUST, 2016)
PROGRAMME: BACHELOR OF SCIENCE IN GRAPHIC COMMUNICATION AND ADVERTISING
GRAPHIC COMMUNICATION AND ADVERTISING
CMM 428: INTERNET & ELECTRONIC PUBLISHING

INSTRUCTIONS: ANSWER FOUR QUESTIONS. QUESTION ONE IS COMPULSORY; TIME – 3 HOURS

- X A To make analogue video usable by computer, the video clips are needed to be converted into computer understandable format, i.e., digital format. Explain this statement with respect to compression technology. (13 marks)
- B Identify and discuss three tools that are focused on open communication with an emphasis on Web-based communities of users, and more open sharing of information. (12 marks)
- 2 Kenya Television Service, KTS, wants to have online presence through a website, so that it reads kenyatelevisionservise.com. To do this, it needs to have its name available in Google search results. Explain the process of registration and delegation of the name. (15 marks)
- 3 In basic terms, the difference between the Internet and the World Wide Web is that the former is a massive system of connected international networks, while the latter is one type of service available within that network. Discuss this statement. (15 marks)
- X Just like electricity moves around telephone wires, data also moves around the internet in a structured way. Explain this statement with respect to transport protocol (15 marks)
- X Every computer that is connected to the Internet is part of a network, even the one in your home. Using a simple illustration, explain this statement with respect to network hierarchy. (15 marks)
- X Stella needs to set up cyber café. Advise her on the physical resources she needs to put in place for it to function. (15 marks)