CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

THIRDYEAR FIRST SEMESTER EXAMINATION FOR THE AWARD OF BACHELOR OF ARTS MEDIA AND COMMUNICATION

COMM 332: INTERNET TECHNOLOGIES AND COMMUNICATION

STREAMS: BA MEDIA   **TIME: 2 HOURS**

DAY/DATE: MONDAY 11/12/2017   **8.30 A.M – 10.30 A.M**

INSTRUCTIONS:

- **Answer Question ONE and any other TWO questions.**
- **Sketch maps and diagrams may be used whenever they help to illustrate your answer**
- **Do not write anything on the question paper**
- **This is a closed book exam, No reference materials are allowed in the examination room**
- **There will be No use of mobile phones or any other unauthorized materials**
- **Write your answers legibly and use your time wisely**

SECTION A: ANSWER <u>ALL</u> QUESTIONS IN THIS SECTION

QUESTION ONE [30 MARKS]

a) Differentiate between websites and web applications as Internet Technologies [4 Marks]

b) Differentiate between Domain name and URL   [3 Marks]

c) Explain the importance of protocols to the Internet   [3 Marks]

d) Show through html code how to create an empty table with two rows and two columns. The table is 50% of the window size, center aligned and has a round border of 2 pixels, space between each cell and another is 1 pixel and between a cell and its borders is 3 pixels.   [6 Marks]

e) Explain any five factors you would consider while choosing one web browser over another   [5 Marks]

f) Explain benefits of using Snapchat to a media practitioner   [5 Marks]

g) Write the html code to place an image namely Logo.jpeg in a website   [4 Marks]

SECTION B
ANSWER <u>ANY TWO</u> QUESTIONS FROM THIS SECTION

QUESTION TWO (20MARKS)
a) Describe the role of the following in Internet communication
    i.   Proxy Servers   [2 Marks]
    ii.   DHCP Server   [2 Marks]
    iii. DNS Server   [2 Marks]

b) Explain the roles of public and private IP addresses in Internet communication [4 Marks]

c) Discuss the impact of the following to online transacting:
    i.   Phishing   [5 Marks]
    ii.   Pharming   [5 Marks]

QUESTION THREE [20 MARKS]

a) Highlight the role of white hackers in Internet technologies   [4 Marks]

b) Before you dive into creating a blog, it is worth spending some time planning your blog.Identify any five questions you may consider before you start your blog [10 Marks]

c) Alvin made a short movie. He enters it in a competition. The movie does very well and receives a lot of praise, particularly on the way the wonderful musical soundtrack enhances the message of the film. He receives an email from the composer of the music who accuses him of theft, since Alvin had downloaded the music from the web. Alvin says, "If you did not want it to be copied, why put it online? Not my fault." What do you think of this situation?   [6 Marks]

QUESTION FOUR [20 MARKS]
a) There are some special risks involved in communicating with strangers online. Identify any five tips to keep in mind when using public spaces such as chat sites, forums,blogs or social networks like Twitter and Facebook.   [10 Marks]

b) Explain the use of VoIP in communication   [2 Marks]

c) Reproduce the html code used to create the following segment:

> **The following are faculties at Chuka University:**
> a) Faculty of Arts
> b) Faculty of Science
> c) Faculty of Education
>
> *Departments in the Faculty of Science include:*
> - Department of Computer Science
> - Department of Biological Sciences
> - Department of Nursing
> - Etc.   [8 Marks]

QUESTION FIVE [20 MARKS]

a) Expound on any ten guidelines a Journalist will consider while using emails in order to communicate effectively.   [10 Marks]

b) John a Media and Journalism student has taken a course in Internet technologies and web development. He wants to design a website for his portfolio. Users to the website will be required to login using a web form. Assuming John chooses to use html tables to define the layout structure, design the login form using html.   [10 Marks]