



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
(COMMUNICATION AND MEDIA STUDIES)

CCM 208: FUNDAMENTALS OF ONLINE INTERACTIVE MEDIA PRODUCTION

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

1. a) Describe **five** characteristics the Kenyan social media landscape. [10 marks]
b) Explain the following terms as used in online interactive media production.
 - i. Multimedia integration. [4 marks]
 - ii. User generated content. [4 marks]
 - iii. Influencer culture. [4 marks]
 - iv. Disinformation. [4 marks]
 - v. Digital rights management. [4 marks]
- c) Explain **five** advantages of e-publishing solutions. [20 marks]
2. Explain **five** key steps in social media marketing. [20 marks]
3. Describe **five** role players in online interactive media production hierarchy. [20 marks]
4. Explain the functions of any **five** types of digital media software. [20 marks]
5. Discuss **five** multimedia project activities that can be employed in Online interactive media Content Production. [20 marks]