



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BSC: COMPUTER APPLICATIONS AND PRESENTATIONS II

END OF SEMESTER EXAMINATION

SERIES:DECEMBER2016

TIME:3HOURS

DATE:13Dec2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

a) Highlight FOUR types of peripheral devices applicable in computers. 8 marks

b) Explain why it is important to preview a document before printing it. 6 marks

c) Key in the following paragraph as it appears. Save the document as “Customer Care” to print out later. 14 marks

Create a positive first impression

The reality is that we prefer doing business with those we like and trust. Impressions are the key to developing trust and confidence in the customer. As the old saying goes, “You will never get a

second chance to make a first impression.” This is why the first impression is extremely important and can set the tone for all future transactions.

Question TWO

- a) As the Public Relations Officer at Utamaduni Resort, prepare an advertisement informing your stakeholders about your firm’s new venture. Save the document as “Resort” to print out later. 30 marks

Question THREE

- a) Briefly describe FIVE proofreading techniques applicable in word processing. 10 marks
b) Key in the following document as it appears. Save it as “Qualities” to print out later. 20 marks

Professional Qualities in Customer Service

- *Friendliness* – the most basic and associated with courtesy and politeness.
- *Empathy* – the customer needs to know that the service provider appreciates their wants and circumstances.
- *Fairness* – the customer wants to feel they receive **adequate attention** and reasonable answers.
- *Control* – the customer wants to feel his/her wants and input has influence on the outcome.
- *Information* – customers want to know about **products and services** but in a pertinent and time-sensitive manner.

Question FOUR

Key in the following document as it appears. Save the document as ‘Table’ to print out later. 30 marks

United Nations Environmental Programme Activities by Countries			
GHANA	BOTSWANA	KENYA	SOUTHAFRICA

GOWI - Forestry	SHWY – Forestry	NEMA – Water bodies	AFTN – Oceanic gulf*
PRUW - Environment	SCHEME - Aqua life	KARI - Irrigation	UPOY – Mangrove sites
*Activities supported by the UNEP - Terms and conditions apply			

Question FIVE

Key in the following form as it appears. Save it as “Form” to print out later. 30 marks

AFRICAN TECHNOLOG POLICY STUDIES NETWORKS

CONSULTANT ASSESSMENT FORM

Name of Consultant _____

Nature of Work Commissioned _____

Agreed Completion Date _____

Actual Date Completed _____

Comments on quality and thoroughness of work

Rating

Good (Exceeds desired standards)

Adequate (Meets desired standards)

Poor (Fails to meet desired standards)

Fee Payable US\$

I request that payment of the above fee is made

Signed: _____

Position: _____

Date: _____

I request that payment of the above fees is deferred pending satisfactory completion of the work agreed.

Signed: _____

Position _____

Date _____