



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS & OFFICE MANAGEMENT

BOM 4201 BUSINESS APPLICATIONS & PRESENTATIONS I (MS WORD)

END-OF-SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: DEC 2024

Instructions to Candidates

You should have the following for this examination

Answer Booklet, examination pass and student ID

This paper consists of **FOUR** questions. Attempt ALL questions.

Do not write on the question paper.

- 1) You have TEN minutes to read through the instructions and the paper before starting the examination.
- 2) Any problem with the machine should be reported to the invigilator immediately. Directly any question(s) to the invigilator only. Conversing with fellow candidates may lead to disqualification.
- 3) Write your student number as a header for each document.
- 4) At the end of the examination, ensure that all your printed work is stapled with the booklet provided.
- 5) Hand over your printed work and CD or flash-disk to the invigilator at the end of the examination.

Question ONE

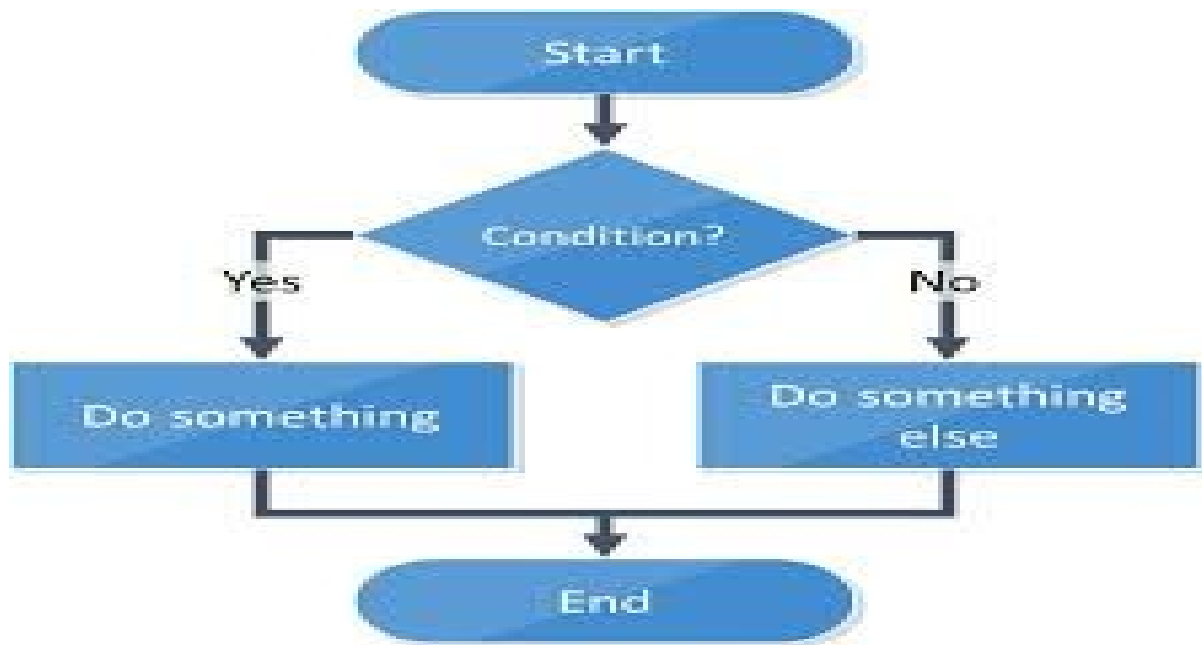
Key in the following information on the table and set up a bar graph. Save it as GRAPH, to print out later. (15 marks).

VARIETY OF CASH CROPS IN EAST AFRICA

CONSUMPTION OF COFFEE IN COUNTIES					
COUNTY	Coffee	Tea	Sunflower	Palm Oil	Sugar cane
	Kgs '000	Kgs '000	Kgs '000	Kgs '000	Kgs '000
Kenya	86	78	90	98	54
Uganda	54	54	54	54	38
Tanzania	34	87	37	79	38

Question TWO

Key in the following document as it appears. Save it as SCRIPT to print out later. (15 marks)



Question THREE

Key in the following table as it appears. Save it as TABLE to print out later. (15 marks).

How often do you use social media per day?	Generation				Device		Income			
	Gen Z	Millennials	Gen X	Boomers	iPhone	Android	Less than \$50k per	\$50k-\$99k per year	\$100k-249k per year	\$250k+ per year
Once a day or less	56%	68%	87%	59%	95%	23%	95%	27%	86%	70%
A few times a day	28%	89%	97%	44%	15%	83%	93%	31%	57%	95%
Once per hour	88%	35%	39%	24%	40%	17%	80%	77%	2%	58%
Several times an hour	38%	59%	71%	65%	1%	22%	18%	55%	14%	26%
Where do you shop for groceries?	Generation				Gender		Region			
	Gen Z	Millennials	Gen X	Boomers	Male	Female	Northeast	Midwest	South	West
Online mass retailer	98%	76%	8%	30%	77%	2%	95%	10%	14%	79%
In-store mass retailer	88%	32%	90%	45%	36%	95%	20%	73%	96%	38%
Local mom-and-pop shop	39%	98%	0%	34%	40%	67%	99%	87%	2%	88%
Regional grocery chain	81%	39%	17%	88%	42%	71%	89%	27%	16%	53%
Which brands of soda do you buy?	Frequency of soda purchase				Gender		Brand loyalty			
	Quarterly	Monthly	Weekly	Daily	Male	Female	Coca-cola	Pepsi	Fanta	Sprite
Coca-cola	59%	50%	63%	42%	33%	8%	86%	14%	23%	56%
Pepsi	44%	77%	39%	7%	29%	93%	73%	98%	2%	78%
Fanta	5%	51%	1%	10%	28%	11%	36%	96%	26%	77%
Sprite	88%	80%	44%	20%	64%	40%	33%	70%	80%	32%

Question FOUR

Key in the following document as it appears. Save it as FLOW to print out later. (15 marks)

