



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS & OFFICE MANAGEMENT

BSC 4202 COMPUTERIZED DOCUMENT PRODUCTION

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 **FIVE** 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 document, use closed punctuation, paragraph headings and blocked style.
Use today's date. Save it as LETTER to print out later. (15 marks).

**IMAGING CENTRE CONSULTING LIMITED
P O Box 94303-80200
MOMBASA**

Ref: DTGP/76/LK

The Principal
EquitelComm Limited
P O Box 6489-94300
MALINDI

Dear Sir

PRESS AGENCY/PUBLICITY MODEL

I wish to pass the following to your as our esteemed client.

Press Agency/Publicity model is also called P.T Barnum model. Press Agency Publicity model follows one-way communication where the flow of information is only from the sender to the receiver. The sender is not much concerned about the second party's feedback, reviews etc.

Enhancement of reputation; In Press Agency publicity model, public relations experts enhance the reputation of the organization among the target audiences, stakeholders, employees, partners, investors and all others associated with it through manipulation. According to this model, organizations hire public relations experts who create a positive image of their brand in the minds of target audiences through arguments and reasoning. They influence their potential customers by simply imposing their ideas, thoughts, creative stories of their brand, USPs of the products and so on.

Flow of information; This takes place only from the public relations experts to the target audiences. (One way communication). This model is characterized by the uses of persuasion and manipulation to influence audience to behave as the organization desires. The objective of the communicator is to get people to believe him so as to

realize certain objectives, notwithstanding the damage that could be done to the relationship and the negative implication for the society can be unbarring.

If you require further information, kindly do not hesitate to contact us. Enclosed is a copy of the manual schedule for your information.

Yours faithfully imaging centre consulting limited,
fatuma khalid
managing director

Question TWO

Key in the following document. Use blocked style and shoulder headings,. Save it as MANUSCRIPT to print out later. (15 marks)

CLASSIFICATION OF PUBLIC POLICIES

Governments at all levels are involved in a large number and complexity of public policies. These policies are classified by business managers, economists and political scientists and others according to

various categories of policies. Although these categories are convenient for designating various sets of policies and organizing discussions about them, they are not helpful in developing generalizations, because they do not reflect the basic characteristics and content of policies. Policies may be classified as either substantive or procedural.

Differentiating policy according to its types explains the effect of such policy on the society and the relationships among those involved in policy formation. Lowi (1972)suggests a classification of policy issues in terms of being:-

- a) Distributive policy
- b) Regulatory policy
- c) Redistributive policy
- d) Constituent policy

Distributive Policy; Policy issues concerned with distribution of new resources are distributive policies. Distributive policies involve allocation of services or benefits to particular segments of the population – individuals, groups, corporations, and communities. Some distributive policies may provide benefits to one or a few beneficiaries. The policies involve using public funds to assist particular groups, communities, or industries. Those who seek benefits usually do not compete directly with one another.

Redistributive Policy; Redistributive policy issues are those which are concerned with changing the distribution of existing resources. Redistributive policies involve deliberate efforts by the government to shift the allocation of wealth, income, property, or rights among broad classes or groups of the population, such as: haves and have-nots, proletariat and bourgeoisie. Redistributive policies are difficult to enact because they involve the reallocation of money, rights, or power. Those who possess money or power rarely yield them willingly, regardless of how strenuously some may discourse upon the “burdens” and heavy responsibility attending their possession. Example of re- distributive policy is graduated income tax or taxing the wealthy to allocate resources to the poor.

Regulatory Policy; Regulatory policy issues are those which are concerned with regulation and control of activities. Regulatory policies impose restrictions or limitations on the behavior of individuals and groups. That is, they reduce the freedom or discretion to act of those regulated, whether utility companies, or agencies. When we think of regulatory policies, we usually focus on business regulatory policies, such as those pertaining to control of pollution or regulation of transportation industries. Among others, these sorts of policies were the focus of the movement for deregulation. The most extensive variety of regulatory policies, however, is that which deals with criminal behavior against persons and property. Examples of regulatory policies are: consumer protection policies, policies that regulate entry into businesses.

Constituent Policy; Constituent policy issues are those which are concerned with the setting-up or re- organization of institutions. Each of these policy issues forms a different power arena. However, it may be mentioned here that Lowi’s view of politics as a function of policies has been criticized as over-simplistic, methodologically suspect, and testability.

Question THREE

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



Question FOUR

Key-in the following document as it should appear. Save it as MINUTES to print out later. (15 marks)

Key-in the Following Document. Use Shoulder Headings. Save It as MINUTES to Print Out Later. (15 Marks)

MINUTES OF THE XYZ MALINDI RESEARCH CONSORTIUM HELD ON 21ST NOVEMBER 2024 IN THE MEMBERS BOARDROOM AT 10.00AM.

MEMBERS PRESENT

Mr. Charo Chiwai - Chairman
Mrs. Kahindi Jean - Treasurer
M/s Amina Kahindi - Member
Dr. Gona Okullu - Member
Mrs. Juma John - Member
Ms. Lila Fatuma - Member
Mr. Boniface Wendiye - Secretary

Preliminaries;The meeting started at 9 am with a word of prayer by Mr. Meto.

Min 1/Jan/2023: APOLOGIES

1. Mr. Chaputo James - Leave
2. Mrs. Grace Kolu - Sick leave

Min: 1/23 Mapping of The Study Area and Itinerary

The Study area includes five (5) Wards in Kilifi South Sub-County namely, Mwarakaya, Junju, Shimo la Tewa, Mptepeni and Chasimba. According to the Map, these Wards are widely spread across Kilifi County hence the need to visit the Wards prior to the pilot study. The members came up with an itinerary in which the two Researchers will visit the Wards and identify potential areas where the SMEs are located. It is after the identification of the SMEs that the Researchers will issue consent letters to potential respondents.

The Researchers would also find out from the potential participants whether they possessed smart phones so as to participate in the actual study which would be online. However, the pilot study would be done by administering questionnaires to the participants.

Min: 2/23 Ethical Considerations for The Study

As this was an important issue for the Study, the members agreed that upon receiving the 2nd tranche of the Project funds, a payment to the TUM ethics committee would be made and a receipt of the same submitted to the office. This was important as women leaders wanted assurance of privacy to their information. However, the same was also communicated to them on measures taken to ensure ethical issues were taken care of.

Min: 3/23 Formulating an Appropriate Model of Principles of Governance

This was a very crucial discourse as it aimed at ensuring that only the required items on the structured questionnaire would be placed. This was because the women leaders from various SMEs were from different backgrounds and led organizations with varied cultures. The Researchers used Governance Framework as a basis for establishing the most appropriate principles of governance Model for the Study.

Min: 4/23 Any Other Business

The Researchers agreed that since the Study was ongoing, a series of other meetings would be conducted to ensure that issues of concern were addressed to enhance the success of the Study. There being no other business, the meeting ended at 4pm.

Min 5/23: Any Other Business; Mrs. Juma proposed that it was important to involve other stakeholders in there forthcoming events. Members found this to be a good ideas as it would enhance social relations and boost their organization’s reputation.

Min 6/23: Date of The Next Meeting/ Adjournment; Members agreed that the next meeting would be help on 24th January 2025, in the Board room at 10.00 am.

There being no other business the meeting ended at 5.00pm with a word of prayer from Ms. Fatuma.

Chairman..... Date.....

Secretary..... Date.....