



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS & OFFICE MANAGEMENT

BSC 4202 COMPUTERIZED DOCUMENT PRODUCTION

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: JUL 2025

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 document, use open punctuation and shoulder headings. Save it as LETTER to print out later. Use today's date. (15 marks)

**WEMA COLLECTIONS LIMITED
P. O. BOX 549323-60200
KILIFI**

PKM/215ZG/B/310

The Coordinator,
BettleNeck Limited
P. O. box 39234-70200
lodwar.

Dear sir,

PUBLIC RELATIONS MODELS

It is my pleasure to provide the following information of our forthcoming meeting. We hope this information will be of great help to you and your organization.

Public Information Model; As the names suggests public information model, emphasizes on maintaining and enhancing the image of an organization simply by circulating relevant, true and meaningful information among the target audience/public. Public relations experts depend on press release, news release, video release or any other recorded communication often directed at the media to circulate information about their brand among the public.

Newsletters, brochures, magazines; These provides information about the organization, its key people, products, benefits of the products, testimonials, success stories are distributed at regular intervals among target audiences for brand positioning. In such a model, public relations experts need to be creative and ought to have a flair for writing. They should be really good at putting their thoughts into meaningful words which influence the customers and end-users. Public information model also revolves around one way communication where information primarily flows from sender(organization

and public relations experts) to the receiver(target audience, employees, stake holders, employees, investors and so on).

If you require further information, kindly do not hesitate to contact us. Enclosed is a copy of the manual schedule for your information.
I trust that this information will be of great help to you. We hope to hear from you soon.

Yours faithfully, **wema collections limited**
Mr Wilfred Kalama, Director

Question TWO

Key-in the following document in double line spacing, use indented style and paragraph headings. Save it as MEMO to print out later. (15 marks)

STEPS IN ESTABLISHING HEALTH INFORMATION SYSTEM

A health care organization that develops information systems for transaction processing such as personnel, payroll, order entry, accounts receivable and accounts payable, has adopted an operational or bottom-up approach, several independent systems are designed to meet needs of different users. The health information system can be built up gradually from this basic level if necessary. The main advantage is in the gradual development of the health management information system, and fundamental weakness is the lack of data integration as the system evolves. Different systems that are not integrated, and do not communicate with each other tend to emerge.

Strategic Approach; Top managers in the health organization are actively involved in the health management information system strategy planning, and ensure that system design is consistent with strategic plans of the health organization. Factors that guide planning for the health Information system are objectives, data requirement, and information technology necessary for implementing the system. The health care organization that adopts this approach must have clear organizational policies, goals, and strategies along which to develop the information system. Analysis may reveal deficiencies, waste, and inefficiencies that could lead to restructuring the health care organization or changing operations, which cannot be carried out without top management involvement.

Database Approach; Data modeling develops a common database that pulls data from different sources to accommodate information needed in the health care organization. Data are stored in different locations in the health care organizations, mechanisms for integration built into the system, allowing communication, common update, retrieval,

and manipulation of data. A health system database is therefore collection of data or stored information organized independent of any particular application, organized to serve more than one user. Information from different sources are stored in a data bank from which employees and managers access information needed for decision-making.

Database for a health care organization can be built gradually and may even comprise several databases that are interrelated and communicate with one another. It is a dynamic system controlled and managed by the health database management System (HDBMS), which eliminates data redundancy by storing data from different sources at one point, accessible to different users. This helps patients' managers, and employees, reduces confusion, and cost, enhances communication among users and the system; makes information's retrieval easy; and increase security of data.

Question THREE

Key-in the following document as it appears on A5 size paper. Save it as MENU to print out later. (15 marks)

Minimalist MENU DESIGN

STARTER

Scotch Egg \$2.00

Pellentesque accumsan urna eget enim vestibulum.

Fried Pickles \$3.00

Donec et dolor vitae magna auctor hendrerit et et metus.

Bacon Artichoke Dip \$4.00

Etiam sagittis mauris tempus mattis sagittis.

SOUPS

Soup of the day \$4.00

Etiam condimentum eros nec urna vestibulum hendrerit.

French onion \$5.25

Donec et dolor vitae magna auctor hendrerit et et metus.

Potato Leek \$3.75

Quisque non dui convallis, dictum augue vel, condimentum nisl.

SALADS

House special salad \$1.75

Pellentesque accumsan urna eget enim vestibulum.

Caesar salad \$2.45

Maecenas ut orci lobortis, elementum nibh in, sagittis velit.

+012-345-6789 | www.example.com

Question FOUR

Key-in the following document as it should be. Use Shoulder Headings. Save It as MINUTES to print out later. (15 Marks)

MINUTES OF THE PRINCIPLE INVESTIGATOR AND CO-INVESTIGATOR HELD ON 23rd FEBRUARY 2022, AT 2.00 P.M AT E-LEARNING FOR THE RESEARCH PROJECT

ON PRINCIPLES OF GOVERNANCE AS AN IMPETUS FOR GROWTH IN WOMEN-LED SMES IN KILIFI SOUTH SUB-COUNTY, KILIFI COUNTY.

MEMBERS PRESENT

Mr. Donald Widoh -Director - Chairman
Mr. Rev. Vodul Meto - Treasurer
M/s Amina Kahindi - Member
Dr. Gona Okullu - Member
Mrs. Kori Mutiso - Member
Miss. Lawi Kalama - Member
Mr. Willy Ouma - Secretary

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

Min 1/Jan/2023: APOLOGIES

1. Mr. Kiluko Pota - Study leave
2. M/s Neema Pendo - 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; Mr. Mutiso 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 Mr. Kalama.

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

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