



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BSC 4102: KEYBOARDING AND DOCUMENT PRODUCTION

END OF SEMESTER EXAMINATION

SERIES APRIL 2025

TIME: 2 HOURS

DATE: 30 Apr2025

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.

Instructions to the Candidates

1. Answer ALL the questions
2. Type on one side of the paper only and use a fresh sheet of paper for each question.
3. Type your Student Number, Exercise Number on top of each sheet of paper used.
4. Read carefully the instructions for each question. You should aim at producing mailable work.
5. Type exercise 1, once only during the timed five minutes. This will be collected immediately. Exercise 2, 3 and 4 will be typed in 1 Hour 55 minutes.
6. Any defect in the machine should be reported to the invigilator immediately.

Warm-up Exercise

This is a warm-up passage. It does NOT constitute part of the examination.
Type in double-line spacing. Time allowed: 3 minutes.

Any of us whose target is to achieve success in our professional lives will understand that we must learn how to work in harmony with others whose paths may cross ours daily. We will, unquestionably, work for, with, and beside people, just as they will work for, with, and beside us. We will judge them as most certainly they are going to be judging us.

A lot people realize the need for solid working relations and have a rule that treats others as they, themselves, expect to be treated. This seems to be a sound, practical idea for them.

Exercise 1 (10 marks)

Speed test at 30 w.p.m.

Instructions

1. Type the following passage in double-line spacing.
2. Erasing is NOT allowed.
3. Time allowed: 5 minutes
4. Save it as SPEED in (STUDENT FOLDER) to print out later.

The term careers can mean many different things to different people. As you know, a career is much more than a job. It is the kind of work that a person does throughout life. It includes the jobs a person has over time. It also involves how the work-life affects the other parts of our lives. There are as many types of careers as there are people.

Almost all people have a career of some kind. A career can help us to reach unique goals, such as making a living or helping others. The kind of career you have will affect your life in many ways. For example, it can determine where you live, the money you make, and how you feel about yourself. A good choice can thus help you realize the life you want.

Exercise 2 (20 marks)

Instructions

- a) Type each of the following sentences **THREE** correct times.
- b) DO NOT ERASE the drills.
- c) Save it as DRILLS in (STUDENT FOLDER) to print out later.

1. And sand; a keen idea; as a sail sank; is in jail
2. Sell a lead: sell a jade: seal a deal: feel a leaf
3. Ask Jean to call Fisk at noon; he needs her notes.
4. I blend the cocoa in the bowl when I work for Leo.
5. Paige Power liked the book: Josh can read it next.
6. Harriett will cook dinner for the swimming teams.
7. In Ms. Lopez's opinion, the opera was great.
8. Pamela may go to the farm with Jan and a neighbor.
9. Working women wear sweaters when the weather dictates.
10. Did Jan go? Did she see Ray? Who paid? Did she?
11. "Who are you?" he asked. "I am," I said, "Marie."
12. The man by the big bush signaled us to turn down the lane.
13. On May 10, Rick drove 500 miles to New Mexico in car No. 08.
14. Did 17 boys fix the gears for 50 bicycles in 28 racks or 10?
15. Please ask Zale to explain who explores most aquatic slopes.
16. I paid \$10 for the low-cost disk; high-priced ones cost \$40.
17. B-O-A company's Cheque #50/5 for \$87 paid for 15# of #3 wire.
18. Czar Zane appears to be dazzled by the apple pizza and jazz.
19. Mr. Wing was named. {That's John J. Wing, ex-senator. Ed.}
20. Did the letter mention her position or performance in the office?

Exercise 3 (20 marks)

Instructions

- Key the letter below
- Proofread and format the letter as per the instructions
- Save the letter as LETTER in (STUDENT FOLDER) to print out later.

GLOBAL STRATEGIES LIMITED *Letterhead Use font type
Algerian, size 14 and
Centre*
P O BOX 12098-3000
NAIROBI

Ref GS/32/25

(today's date)

The managing director, Liberty enterprises limited
P O Box 4564-098
NAIROBI

Dear Sir

Customer Loyalty/*spaced capitals and bold*

Thank you for your letter received last week in which you requested that we enlighten you on customer loyalty. Customer loyalty is the activity of buying from a particular business or recommending the business to others on a repeat basis. Some customers refer their friends and family to a Particular company after some satisfaction with the product or service.~~STET This not only increases the number of customers a company has but it also becomes easier to do business. Loyal customers are easier to do business with as they are more predictable.~~*Change bullet to alphabetic display* Some of the benefits of customer loyalty are;

- Long-term customers are not price sensitive and this can result in stable unit sales and increased profitability.
- Loyal customers tend to be satisfied with their relationship with the company and are less likely to switch to competitors.
- Regular customers tend to be less expensive to serve because they are familiar with the process involved.

customer incentives(*Initial Capitals & underscore*)Businesses should give customers a reason to return. This translates to more sales hence profitability. Another way of giving incentives is free membership cards and rewards for purchase. If the customers are collecting points towards items they purchase, they are likely to keep using the products or services of the company.

value and assurance: (*Initial Capitals & underscore*)Value is the amount that a customer will get from a service or product relative to the cost. In order to gain customer loyalty, firms

can offer a risk-free trial period for a product or service. This is called brand loyalty. A customer may use a product and should it develop a problem, it can be replaced. We hope that the above information will help you build customer loyalty.

Yours faithfully, GLOBAL TRATEGIES LIMITED L W Mjomba Director/*display*
appropriately

Exercise 4 (20 marks)

Instructions

- a) Type the following exercise in double line spacing.
- b) Apply 14-point Arial font and bold the title, **HOW MUCH IS TOO MUCH?** and centre it.
- c) Format the paragraphs using Times New Roman, Font size 14, and justify.
- d) Save the exercise as TASK 4 in (STUDENT FOLDER) to print out later.

HOW MUCH IS TOO MUCH?

Executive Compensation—A Hot Topic!

Many people question the huge salaries paid to top executives. Employees earning less than \$50,000 a year do not understand how their company can pay one person millions of dollars each year. The gap between executive pay and employee pay creates problems.

Shareholders clearly want to reward and retain executives who increase shareholder value, but they expect pay to be linked to performance. In many cases, executive compensation has increased at the same time that performance has decreased significantly.

Media coverage about mega-bonuses has caused an outrage among investors. In response, the SEC now requires public companies to disclose the amount and source of all compensation paid to their top executives. This information is readily available to the public and to employees.