



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BSC 4403: ADVANCED COMPUTERIZED DOCUMENT PRODUCTION II (50 W.P.M.)

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: JULY 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 (Compulsory)**.

Do not write on the question paper.

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-Answer Booklet, examination pass, and student ID
2. This paper consists of **FOUR** questions. Attempt ALL questions.
3. Do not write on the question paper.
4. Read the instructions of each TASK carefully.
5. Create a FOLDER (Your Registration Number) where you will save ALL the TASKS.
6. Any problem with the computer should be reported to the invigilator immediately.
7. Insert your registration number as a header in each task.
8. Use **font size 12** and **font style Times New Roman** for all exercises unless otherwise specified.
9. Print on one side of the paper(s) only and use a fresh sheet of paper(s) for each document.

Task ONE (20 marks)

1. Prepare a letterhead and key in the following letter for dispatch today.
2. Using the addresses given below, create a data source and save it as REDA19 in your folder to print out later.
3. Use reference number TTS24.
4. Using mail merge, send original letters to MWATATE and SIMBA HILLS addresses only.
5. Save the form letter as Task 1 and the merged document as Task 1A in your folder to print out later.

Address envelopes.

Taru tours and safaris
p o box 649-014
Moria Kani

} Letterhead: use
font style Arial
Black, size 16,
caps, bold & centre

Dear Sir

Tour Packages / bold & centre

In reference to your letter, Ref TEL/3/24, dated 28th June 2024, we are pleased to furnish you with information concerning our tour packages. We are a well-known tour company who have been operating in Kenya since 1990.

run /
on /

Our company is involved in organizing tours and safaris to various destinations in and out of the country. We also offer hotel and Airbnb services to a wide range of clientele.

The Kenyan coast is renowned for its beautiful and serene beaches, marine parks and a rich cultural heritage. We are pleased to introduce to you the various types of coastal tourism packages for your sampling. Specifically, we wish to introduce to you the following types of coastal tourism: beach, cultural and ecotourism.

Beach Tourism

Kenya is home to some of the most beautiful and pristine beaches in the continent.

Most of the beaches are clean and are located in the north and south coast of Mombasa City. They provide tourists with choice beaches where they can swim in the turquoise and warm waters throughout the year. Clients may also opt for secluded beaches which are owned by top class beach hotels where they can enjoy themselves away from prying eyes.

CULTURAL TOURISM: ~~FOURISM~~ Tourists get a chance to sample different cultural presentations from the Miji Kenda who are among the indigenous people of the coastal region. In addition, they sample

the rich Swahili culture which includes cuisine and captivating dances.

ECOTOURISM

in/ Ecotourism is defined as responsible travel to natural sites that conserve the environment and improve the well-being of the local people. Ecotourism in Kenya is fueled by public and private initiatives that revolve around the country's rich flora and fauna.

run on/ Areas such as turtle breeding sites and coral reefs are not to be disturbed and tourists must ensure that no damage is done to the environment. Locals are also trained on how to carry out policing work and report any activities that do not conform to the laid down rules. In return, they reap the following benefits: (b) They get employed at the various ecotourism sites. (c) They earn income from the sale of their wares to the tourists. (a) They get a share of the money raised from the tourists.

display items
(a) - (c)

We hope that the information given will be useful as you arrange to partner with us for a memorable tour of the coastal region. We believe your company will benefit greatly from our range of services which can be tailored to meet your specific needs. For further information, please get in touch with us through telephone number 03262496.

Yours faithfully, Taru tours and safaris /bold
Karissa Mnene, Tourist Ambassador.

The General Manager
Topcom Enterprises Ltd
P O Box 692-0434
MWATATE

The Director
Milele Company Ltd
P O Box 404-00100
SIMBA HILLS

The Manager
Zulu Designers
P O Box 11-001
VOI

ICE SHOULDER HEADINGS

1. Key in the following manuscript in double-line spacing.
2. Insert the Endnote.
3. Save it as Task 2 in your folder to print out later.

2. Save it as EXERCISE2A in your folder to print out later.

the kenyan flower industry

/bold & centre
 Kenya's economy largely relies on the horticulture sub-sector, hosting the flower industry. This is one of the top foreign exchange earners for the country generating approximately USD 1 billion annually. The flower industry contributes roughly one per cent to the national Gross Domestic Product. [The flower industry has grown significantly in the last decade. It is estimated that in Kenya, over 100,000 employees depend on this industry thus impacting over two million livelihoods.

NP/

Climatic Conditions

~~cut and ornamental flowers prefer warm and humid conditions to flourish~~

Production Areas

Kenya's flower industry has continued to attract investors due to its solid infrastructure, favourable climate, global-positioning and a productive work force. It comprises large, medium and small-scale producers who have attained high management standards. They have also invested heavily in value addition through adoption of modern technology in production, precision farming and marketing. The main flower production areas in Kenya are; Naivasha Lake, Timau, Kajiado and Kiambu among others.

These areas are well known for propagation for cut and ornamental flowers as displayed below:

CUT FLOWERS

Roses

Alstromeria

Chrysanthemum

Carnations

ORNAMENTAL FLOWERS

Swiss Cheese Plant

Garden Croton

Golden Dew drops

Silky Oak

Flower Exports Kenyan cut and ornamental flowers are exported to more than 60 for countries and Europe accounts nearly 70% of these exports.

The biggest buyers of these flowers are the European Union and the United States of America. Kenya is recognized as being among the biggest growers and exporters of flowers, other countries being the Netherlands, Ecuador, Colombia and ~~the rest~~ Ethiopia. Globally

Flower farming involves such technologies as:

- Drip irrigation
- Fertigation
- Greenhouse ventilation systems
- Artificial lighting
- Grading/Packaging sheds
- ~~Flood irrigation~~
- ~~Basin irrigation~~
- Net shading
- Precooling
- cold storage facilities
- Banqueting
- refrigerated trucks

Going forward, the flower industry should be encouraged to continue benchmarking with other producer countries.

Information gathered will be useful in formulating strategies, to capture the prospects of expansion in current and emerging markets.

Adapted from Business Daily, August 2023.

use Paragraph headings

Task THREE (15 marks)

1. Create the following table.
2. Centre the table both vertically and horizontally.
3. Use the SUM function to calculate the totals for Tables 1 and 2.
4. Save it as Task 3 in your folder to print out later.

4. Save it as EXERCISE3A in your folder to print out later.

Africana Group of Hotels/caps & bold

Tourist Arrivals and Occupancy – September to December 2023

ARRIVALS FROM VARIOUS COUNTRIES/bold					
COUNTRY COUNTRY	Arrivals/bold				
	sept.	October	Nov.	December	Total
Pakistan	2183	3625	2,981	8,555	
China	13,776	17,444	10,000	10565	
Germany	3145	1803	1,766	3,005	
India	105	412	650	300433	
U.A.E.	398	432	288	656	
Greece	1,821	1,654	2911	1456	
Uruguay	69	44	87	106	
Britain	3,978	3,234	5876	12007	
Egypt	369	843	924	674	
OCCUPANCY IN VARIOUS HOTELS					
MONTH	OCCUPANCY				
	Africana Mombasa	Africana Nairobi	Africana Samburu	Africana Masai Mara	
August	314	413	665	452	
September	6820	103	1023	5,400	
<u>Oct.</u>	577	8111	978	2333	
November	309	466	1190	501	
December	2,022	1,740	254	6169	
Total					

USE BLOCKED STYLE

1. Key in the following display attractively.
2. Save it as Task 4 in your folder to print out later.

data quality assessment process / caps, centre, font size 20, bold.

