



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS & OFFICE ADMINISTRATION
BOM 4203 : BUSINESS APPLICATIONS & PRESENTATIONS II
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: 5 May 2025

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 any **THREE** questions.

Do not write on the question paper.

Question ONE

a) Describe two basic ways of performing calculations in MS Excel. Give examples. (5 marks)

a) Differentiate between a worksheet and a workbook. (5 marks)

Question TWO

Key in the following document. Insert a multi-line graph and label it appropriately. Save as 'MULTI-LINE' to print out later. (10 marks)

ITEM	NUMBER OF CARS	
	A%	B%
1	65	97

2	33	54
3	68	32
4	74	57
5	52	98

Question THREE

Key in the following document and use an appropriate formulae to calculate the totals. Place conditional highlight on marks on the months less than 200. Save as 'SALES' to print out later. (20 marks).

Table I: Sales of "Shine" in Six States from January to January, 2024 (in N000).

County	Jan.	Feb.	Mar.	Apr.	May	June	Totals
Nakuru	250	255	260	230	220	210	13471
Nyeri	225	230	235	240	245	250	12582
Malindi	200	210	220	230	240	245	13429
Taita	100	125	130	135	140	145	11354
Garissa	125	115	112	110	108	106	12853
Kisumu	130	230	215	210	205	190	12944
Totals	13535	12452	12145	14362	12444	14531	

Source: Sales Returns from States.

Question FOUR

You intend to give a lecture to your staff members. Summarize the following information by preparing a PowerPoint presentation of 5 slides only. Use a design of your choice for the slides. Save the PowerPoint presentation as 'LECTURE' to print out later. (20 marks)

This will depend on the students creativity.

FORMS OF PUBLIC RELATIONS:

Public relations consultancies are private businesses, run for the financial benefit of their owners. PR consultants are individuals or firms with public relations expertise. They are often hired by individuals or organizations to provide advice on matters related to public relations.

In-house public relations dept/manager/officer: This is the internal officer or department concerned with matters concerning public relations in the organization.

Advantages of In-house PR manager/officer

PR manager is more familiar with the organization than the PR manager from consultancy firm.

PR manager can easily establish lines of communication inside the organization hence getting reliable information.

PR managers is in a better position to give management day to day advice since he or she is in touch with the day to day activities of the organizations.

The PR manager is readily available hence can make quick decision at short notice.

The PR manager may be able to consult form other organization at a free cost.

It promotes corporate identity of the organization.

It is cheaper to engage a PR manager than so expensive consultants.

The organizations secrecy and confidentiality is protected as the PR officer is part of the organization.

Loyalty to the organization and management as the PR officer is an employee in the same organization.

Disadvantages of an In-house PR manager

PR manager may be so close to organization employees hence may be biased or fear rejection from the management or workers.

In small organizations a PR manager may lack appropriate PR experience since they only work for one organizations and may also be allocated other duties to perform.

The PR manager may not be as well trained as a PR consultant especially in small organizations or those on start-up.

The PR manager may not have very good rapport with media houses and may not understand their application since he or she does not have a lot of exposure since he deals with one organization.

May lack adequate experience since they do not work for other organizations like consultants.

The secrecy and confidentiality of organizational information may be compromised.

It may be expensive to set up a PR dept. especially where an organization is small or still in its inception stages. This is because a dept. comes with staff, equipment, space, salaries etc.