



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 (MS EXCEL & MS
POWERPOINT)

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 five questions. Attempt any THREE questions.

Do not write on the question paper.

Question ONE

b) Explain TWO types of spreadsheets highlighting the advantages of each type.

Manual spreadsheet:

a) Describe TEN features of electronic spread sheets. Common features of Electronic spreadsheets. (5 marks)

c) Explain FIVE areas where spreadsheets are used in any office. (5 marks)

Question TWO

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

DESCRIPTION	DESIGNS		
	A%	B%	C%

1	73	91	73
2	41	41	25
3	77	54	24
4	53	62	36
5	52	75	63

Question THREE

Key in the following document. Use an appropriate formulae to calculate the totals. Place conditional highlight on marks less than 40%. Save as 'RESULTS' to print out later.(20 marks).

COMPETENCY RESULTS								
NAME	STUDENT NO.	SEX	CHEMISTY %	PHYSICS %	LIFESKILLS %	MATHS %	COMPUTER %	TOTAL MARKS
Tim Koech	942/PLT/2	M	77	38	67	86	65	755
Fredrick Fatuma	822/PLT/6	F	94	52	14	65	45	625
Moses Kori	674/PLT/8	M	87	13	64	42	63	975
Vincent Mona	972/PLT/3	M	94	42	35	75	39	662
Phyllis Tena	862/PLT/7	F	42	23	75	24	13	767
George Kalu	765/PLT/6	M	52	45	28	96	67	678

Question FOUR

Prepare a presentation for a training, summarize the following information to prepare a PowerPoint presentation of 5 slides only. Use a design of your choice for the slides. Save the PowerPoint presentation as 'PRESENTATION' to print out later. (20 marks)

This will depend on the creativity of the candidate.

Factors to Consider When Preparing A Public Relations Programme of an Event

Know Your Target

Because the success of PR campaigns is tied directly to the ability of your team to build an emotional connection with your audience, knowing your target audience is perhaps the most important part of running a strong PR campaign. In order for your message to resonate with your target audience, your team should focus on getting to know them as early on in the campaign planning process as possible.

Target Media Outlets for Promotion

Another essential part of a PR campaign is having it circulated via as many avenues as possible. To do so, you and your team will need to effectively leverage a number of media outlets and marketing channels. In today's hyper-digital world, one of the easiest of these channels to use for your campaign is social media.

Select Metrics and Goals and Track via Media Monitoring

As with any other digital marketing initiative, selecting, tracking, and adjusting practices based on metrics and goals is key to managing a winning PR campaign.

Consult with a PR Agency

With all the disciplines that fall under the umbrella of digital marketing, your in-house team may not be the best equipped to handle the rigors of running PR campaigns.

In this case, consulting with a PR agency to bring in outside PR professionals can be a huge differentiator for your business.

Make sure it's newsworthy

One of the main goals of a public relations event is to invite the media and get some publicity behind it. In order to do this, it's vital that you've got an interesting and newsworthy story behind your event that a journalist would be interested in.

Choosing spokespeople and community experts

"If you're planning on seeing your story on the nightly news or in the paper, then you'll need key spokespeople. (yourself included). Like I mentioned earlier, journalists will be interested in hearing from someone prominent in the community or the state.

Media follow up

Follow up with the media after the event and make sure they have everything they need to publish the story including key statistics, names and titles of spokespeople, images, additional video footage.

Qualities of a Well Planned Programme

- Should be clear and simple to understand.
- A good plan should have time plan showing the activities that will be carried out.
- Should be beneficial to both the sender and recipient of PR message
- Should be cost effective.
- Should be in line with the organization objectives.