

The
Management
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF ARTS IN DEVELOPMENT STUDIES /
BACHELOR OF COMMERCE

BDS 108/BCM 113: COMPUTER APPLICATIONS / COMPUTER STUDIES

DATE: 30TH MARCH 2026

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Mwanaisha Traders Ltd is a medium-sized retail and wholesale company based in Mombasa with branches in Kisumu and Nairobi. For years, the business relied on manual operations stock records were kept in physical files, accounting was done in ledgers, and customer communication was handled through letters and phone calls. As the retail industry grew more competitive, management realized that its outdated systems were slowing down operations, reducing accuracy, and limiting growth potential.

In 2021, the company launched a digital transformation project, beginning with the introduction of Microsoft Word, Excel, and PowerPoint. Staffs were trained to use MS Word for drafting professional contracts, customer letters, and staff memos; Excel spreadsheets for managing payroll, budgets, and inventory; and PowerPoint presentations for marketing and investor meetings. This transition significantly improved record-keeping, communication, and efficiency. To expand market reach, Mwanaisha Traders created a basic HTML website showcasing its products and services. Initially, the site was static, but within a year, it was upgraded to an e-commerce platform that allowed customers to browse products, place orders online, and track deliveries. The platform also integrated Electronic Data Interchange (EDI), enabling the company to exchange invoices, purchase orders, and inventory data electronically with suppliers and business partners. These changes reduced paperwork, minimized delays, and increased supply chain accuracy.

The adoption of Electronic Payment Systems (EPS) marked the next milestone. Customers could now pay through mobile money, debit and credit cards, and electronic fund transfers (EFT). The company even piloted Secure Electronic Transactions (SET) to enhance customer trust. While this improved convenience for customers, it also introduced challenges, including transaction failures, fraud attempts, and the need for compliance with banking regulations. However, not all employees embraced the changes smoothly. Some staff lacked digital skills, leading to errors in spreadsheet entries and difficulties in using advanced presentation features. Others were resistant to shifting from manual systems, fearing redundancy.

The company had to invest heavily in staff training, user support, and change management initiatives to increase adoption.

As the company's online platforms grew, so did cybersecurity risks. The e-commerce site experienced hacking attempts, phishing attacks, and fake customer orders. Customers also raised concerns about data privacy, fearing that their personal and financial information might be misused. These challenges pushed management to strengthen its internet security policies, deploy firewalls and antivirus systems, and adopt measures to comply with Kenya's cyber laws and international data protection standards.

Today, Mwanaisha Traders has made progress in digitizing its business processes, but challenges remain. Management is debating whether to invest in more advanced e-commerce solutions, cloud storage, and stronger cybersecurity frameworks, or to slow down and consolidate existing systems. The question remains: how can the company balance growth with data security, compliance, and sustainable use of computer applications in commerce?

Required:

- a) Discuss how the use of MS Word, Excel, and PowerPoint contributed to business efficiency at Mwanaisha Traders. **(7 MARKS)**
- b) Analyze the role of HTML and e-commerce platforms in expanding the company's market reach. **(6 MARKS)**
- c) Evaluate the benefits and risks of adopting Electronic Payment Systems (EPS) in the retail business. **(6 MARKS)**
- d) Propose practical strategies that Mwanaisha Traders can use to strengthen internet security and cyber law compliance. **(6 MARKS)**

QUESTION TWO

A Kenyan SME has been operating without a structured ICT system and wants to adopt a Windows-based operating system.

- a) Explain how the operating system will enhance efficiency in file management, multitasking, and basic applications. **(8 MARKS)**
- b) With practical examples, describe how in-built Windows applications (such as Paint, Notepad, Calculator, or Control Panel) can support daily business operations. **(7 MARKS)**

QUESTION THREE

You have been hired to train new staff in a Nairobi-based NGO on business communication tools.

- a) Demonstrate how MS Word and MS Excel can be applied in preparing professional reports and analyzing financial records. **(8 MARKS)**
- b) Show how MS PowerPoint can be used to deliver impactful presentations to donors and stakeholders. **(7 MARKS)**

QUESTION FOUR

A start-up company wants to establish an online presence.

- a) Explain how HTML and basic web design can be used to create a functional company website. **(8 MARKS)**
- b) Discuss how integrating the website with email communication and hyperlinks can enhance customer engagement. **(7 MARKS)**

QUESTION FIVE

An import-export firm is considering the adoption of E-commerce and EDI systems.

- a) Evaluate the role of E-commerce platforms in improving trade efficiency and customer service. **(8 MARKS)**
- b) Discuss how Electronic Data Interchange (EDI) can streamline supply chain and financial transactions with international partners. **(7 MARKS)**

QUESTION SIX

Cybersecurity is a growing concern for businesses using computer applications.

- a) Identify and explain three major internet security threats that organizations face. **(8 MARKS)**
- b) Propose measures and policies that organizations can adopt to comply with cyber law and ensure the safe use of computer applications. **(7 MARKS)**