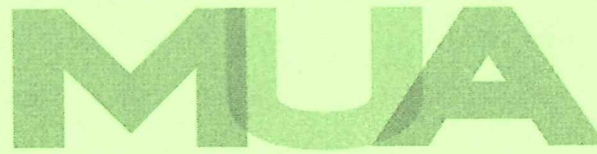


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**DEGREE OF BACHELOR OF ARTS IN DEVELOPMENT**  
**STUDIES/BACHELOR OF COMMERCE**

**BDS 108/BCM 113:            COMPUTER APPLICATIONS**

**DATE:                            9<sup>TH</sup> AUGUST 2024**

**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:

**DIGITAL TRANSFORMATION IN A RETAIL CHAIN****Company Background:**

ABC Retailers is a well-established retail chain operating in multiple locations. Over the years, the company has faced challenges in managing its operations efficiently, especially with manual processes for inventory management, sales tracking, and customer engagement. To address these issues and stay competitive in the dynamic retail industry, ABC Retailers has decided to undergo a digital transformation.

**Current Scenario:**

**Manual Inventory Management:** ABC Retailers relies on manual processes for tracking inventory levels, leading to discrepancies, stockouts, and excess inventory.

**Limited Sales Insights:** The existing system lacks robust sales tracking and reporting capabilities, hindering the company's ability to analyze customer preferences and optimize product offerings.

**Customer Engagement Challenges:** The retail chain struggles to engage with customers effectively, lacking a centralized system to manage loyalty programs, promotions, and personalized communication.

**Inefficient Supply Chain:** The supply chain is characterized by inefficiencies, including delays in order processing, inadequate demand forecasting, and difficulty in coordinating with suppliers.

**Required:**

A) In reference to the above case study, Explain the transition from analogue to digital in computer generations. Provide examples of key advancements.

[10 Marks]

B) Using the above case study, Discuss the need and scope of computer applications in business. Enumerate applications in various fields of commerce

[6 Marks]

- C) In reference to the above case study, Provide an introduction to EDI, discussing its architecture and financial applications. **[9 Marks]**

### QUESTION TWO

- A) Explain the structure of HTML. Provide examples of HTML tags and their uses. **[10 Marks]**
- B) Discuss the capability of sending emails through web pages using HTML. **[5 Marks]**

### QUESTION THREE.

- A) Analyze the advantages of using charts and graphs to visualize data in MS-Excel. **[10 Marks]**
- B) Evaluate the role of data validation and conditional formatting in maintaining data accuracy. **[5 Marks]**

### QUESTION FOUR

- A) Differentiate between Electronic Payment System (EPS), Electronic Fund Transfer (EFT), and Secure Electronic Transaction . **[10 Marks]**
- B) Define computer virus and elaborate on different types. Explain the role and importance of antivirus software in computer security. **[5 Marks]**

### QUESTION FIVE

- A) Discuss the importance of free and open-source software in the computer industry. Provide examples and highlight the benefits. **[10 Marks]**
- B) Define an operating system and outline its objectives. Discuss the different types of operating systems and their functions. **[5 Marks]**

**QUESTION SIX**

- A) Explain different types of payment systems and highlight the failures of old systems **[10 Marks]**
- B) List some security and privacy concerns on the internet. **[5 Marks]**