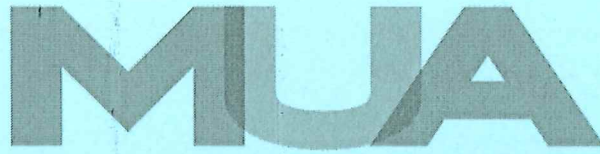


The
Management
University
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CERTIFICATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

CERTIFICATE COMMON UNIT

CCU 102 : INTRODUCTION TO COMPUTER APPLICATIONS

DATE: 8TH AUGUST 2019

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 **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 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:

TECHNOLOGY

Technology have given small, medium and large organizations a cutting edge, computers have really revolutionized the way business is done, they have also helped in storing and organizing information in a very efficient manner and in a way that it's easy to retrieve that information during the time of need.

You were recently recruited in Safaricom as the marketing director, and therefore you have been tasked in making sure the company is able to make sales of its main products which are Voice and Data, you are also required to keep track of all utilities that have been sold considering the quantity, the cost, the mode of payment and all other activities that should be recorded as you will be required to present that report to the senior management at every end of the month.

Different companies that develop operating systems have also developed some other software's that are compatible with these operating systems, for example Microsoft developed Windows operating system and at a the same time developed application software like Microsoft office which is a collection of software of various use in information presentations and also very useful in business. Another example is Libre office which is an equivalent of Microsoft Office but usually come installed in a computer running Linux Operating system.

Depending on the use of computers and where they are used, different computers with varying computing power have been developed so as to improve the output as different activities require computers with different computing power. Taking a case of a computer that is used in a nuclear reactor plant and the computer you use in a computer lab for searching for information over the internet and running simple files, there will be definitely some more computing power that will be required in nuclear reactor plant since there is more workload and also this is a mission critical operation as compared to the computer in a University campus computer lab.

Required:

- a. You are the new marketing director at Safaricom, selling Voice and Data. Being the marketing director you are tasked with selling the products to a group of computer literate customers.
- i) Discuss THREE computer applications tools that you can use to interact with your customers **(6 Marks)**
 - ii) You successfully succeed in getting clients to purchase your products, discuss how best you can keep track of your client's purchase record and sales made? **(4 Marks)**
 - iii) As the marketing director, discuss FOUR reasons why you would need a computer. **(4 Marks)**
- b. Discuss the four main functions of a computer and using a diagram show the relationship between the functions. **(8 Marks)**
- c. Define ADD- ON's **(2 Marks)**
- d. Computers can be broadly be classified by their speed and computing power: Describe three types of computers **(6 Marks)**

QUESTION TWO

- i. List three ways in which you can make your web research easier, more accurate and more effective **(3 Marks)**
- ii. Explain three advantages of integrated software **(3 Marks)**
- iii. Define the following terms;
 - a) Computer **(1 Marks)**
 - b) Web browser **(1 Mark)**
 - c) Data **(1 Mark)**
 - d) E-mail **(1 Mark)**

QUESTION THREE

- i. Discuss how you would perform the following in Microsoft Word?
 - a) Italicize typed text **(2 Marks)**

- b) Centre align your text (2 Marks)
- ii. Describe the procedure you will use to create Gmail account? (4Marks)
- iii. Differentiate between a Computer Software and Computer Hardware (2Marks)

QUESTION FOUR

- i. Discuss how you would use in Microsoft PowerPoint; to create a new business presentation using a business template (3 Marks)
- ii. Explain TWO reasons why PowerPoint is recommended in making a presentation (4 Marks)
- iii. Explain THREE reasons why e-mail is important in today's day-to-day activities? (3 Marks)

QUESTION FIVE

- i. Describe why a word processing application is important to an organization and state any two word processing software application you would recommend for use (4 Marks)
- ii. Define the term spreadsheet and what applications does it play in a business environment. (4 Marks)
- iii. What is a computer network (2 Marks)

QUESTION SIX

- i. Describe the procedure you could follow to permanently delete a file from a computer (4 marks)
- ii. Differentiate between an off-shelf software and a Tailor-made software (2 Marks)
- iii. Differentiate between a Search Engine and a Web Browser and give an example of each (4 Marks).