KIBABII UNIVESITY

UNIVESITY EXAMINATIONS

2016/2017 ACADEMIC YEAR

END OF SEMESTER TWO EXAMINATIONS

FOR THE MASTERS DEGREE IN BUSINESS ADMINISTRATION

COURSE CODE :   MBA 805

COURSE TITLE :   COMPUTER APPLICATION

DATE: 15/09/2017   **TIME: 3.00P.M – 5.00P.M.**

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

QUESTION ONE

a) Discuss the following terms as used in information and communication technology

(4mks)

  (i)   data

  (ii)   information

b) explain the difference between the following computer hardware components

    (i) system unit and microprocessor

    (ii) RAM and ROM

c) What are the key functions of the microprocessor in a computer system   (10mks)

d) Describe how computer graphics software, word-processing, spreadsheets, data base management software and design software can be useful to a business enterprise? (8mks)

QUESTION TWO

a) "The internet offers a high degree of interaction and affords consumers unprecedented benefits from convenience to bargain prices. Shopping is as easy as searching the web." Basing on the extract, discuss reasons to why business organizations go on the internet.

    (12mks)

b) Explain the various categories of system software   (8mks)

QUESTION THREE

a) Distinguish between In-house developed programs and standard software   (6mks)

b) Why should organizations adopt standard software as opposed to in-house developed programs?   (14mks)

QUESTION FOUR

Computer systems can be classified or categorized according to physical size, power, purpose and functionality. Discuss   (20mks)

QUESTION FIVE

a) Describe five aspects of ICT trends that are positively impacting on business process of organizations   (10mks)

b) Computer hardware are the physical parts of computer (the touchable parts). The hardware parts can be internal (located inside the main box) or external (located outside the system unit. Explain.   (10mks)