



Kasarani Campus  
Off Thika Road  
P. O. Box 49274, 00101  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATIONS, 2024/2025 ACADEMIC YEAR**  
**FIRST YEAR FIRST SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN SOFTWARE ENGINEERING**  
**DIT 1001 INTRODUCTION TO COMPUTER APPLICATIONS**

**Date: 9<sup>TH</sup> AUGUST, 2024**  
**Time: 2:30 PM – 4:30 PM**

**INSTRUCTIONS TO CANDIDATES**

1. Answer question one (compulsory) and any other two questions
2. Save your files in your folder as required since only work in the folder shall be marked

**QUESTION ONE (COMPULSORY): (30 MARKS)**

**ADVERTISING**

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. As a marketer, it's important to take advantage of the digital world with an online advertising presence, by building a brand, providing a great customer experience that also brings more potential customers and more, with a digital strategy.

A digital marketing strategy allows you to leverage different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, provide a great customer experience, bring in potential customers, and more.

**Source: <https://mailchimp.com/marketing>**

**Required**

- a) Create a folder on the desktop with your admission number as the folder name. **(2 marks)**
- b) Prepare the document above in Microsoft Word and save it as, ADVERTISING**(4 marks)**
- c) Copy paste the document three times such that the document has four pages. **(3 marks)**
- d) Insert page numbers of your choice at the top margin. **(3 marks)**
- e) Insert your name to appear as the document footer. **(2 marks)**
- f) Apply drop cap in each paragraph. **(2 marks)**
- g) Apply a page border of your choice. **(2 marks)**

- h) Insert a water mark that reads, **MARKETING**. (4 marks)
- i) In relation to the above case study insert at least three citations with their reference (4 marks)
- j) Create an envelope that should sent to your desired company address from your school, make it as artistic as possible (4 marks)

### **QUESTION TWO (15 MARKS)**

Figure 1 below shows a worksheet extracts of the May, June, July, August and September sales for Kilimo group of Companies in various regions. Use it to answer the questions that follow.

STUDENTS	TALENTS	AVERAGE NUMBER OF TRAINING PER DAY	PAID	COMMENTS
JAMES	SWIMMING	20	20000	
NOAH	SINGING	10	10000	
ELIZABETH	DANCING	20	20000	
VIVIAN	SWIMMING	10	10000	
ANN	SWIMMING	8	80000	

- a) Enter the data in Microsoft Excel and save the file as **STUDENTS**. (3 marks)
- b) Compute the total number of **TRAINING** served by all the **STUDENTS** using a formula. (2 marks)
- c) Calculate the total revenue collected by all the students using a function. (2 marks)
- d) Format the revenue into two decimal places. (2 marks)
- e) Using the **IF** function, return the appropriate remark given the criteria below based on average number of clients served per day by a lodge; (5 marks)
- 15 and above Established
  - 10 and above Market entry
  - Less than 10 Little known
- f) Insert your name as the spreadsheet header. (1 marks)

### **QUESTION THREE (15 MARKS)**

Using Microsoft Publisher, design a promotional flyer for the summer beach party organized by Celebration Creations. Your flyer should effectively communicate the event details and entice potential attendees to participate.

#### **Required:**

- a) Enter the data above in Microsoft Publisher as save the file as, **BEACH PARTY** in pdf format (1 Mark)
- b) Choose an appropriate layout for the flyer, considering factors such as readability and visual appeal. (2 Marks)

- c) Include all essential details of the event, such as: (8 Marks)  
Event title: "Sunset Beach Bash"  
Date: Saturday, July 20th  
Time: 5:00 PM onwards  
Location: Diani beach Mombasa county  
Admission: Free for all ages
- d) Use catchy phrases or bullet points to draw attention to each highlight (2 marks)
- e) Adjust the color scheme, font sizes, and spacing for consistency and readability. (2marks)

#### **QUESTION FOUR (15 MARKS)**

You are a marketing intern at a startup company called "EcoTech Solutions," which specializes in eco-friendly technology products. Your supervisor has tasked you with creating a PowerPoint presentation to pitch a new product, a solar-powered portable charger, to potential investors at an upcoming conference. Your presentation needs to highlight the product's features, benefits, target market, and potential impact on the environment. Using Microsoft PowerPoint, create a presentation pitch for the solar-powered portable charger developed by EcoTech Solutions. Your presentation should include the following components. Use different design and make your work as artistic as possible

*Slide 1. Title- Introducing the Solar-Powered Portable Charger.*

*Slide 2. Title- Highlight the benefits of using the solar-powered portable charger*

*Slide 3. Title- Identify the target market for the solar-powered portable charger*

*Slide 4. Title- Explain how using the solar-powered portable charger contributes to environmental sustainability*

*Slide 5. Summarize the key points of your presentation*

#### **QUESTION FIVE (15 MARKS)**

You are tasked with creating a professional-looking mailing document using Microsoft Word for your school's upcoming charity event. Follow the instructions carefully to complete the task.

##### **Required:**

- a) Open Microsoft Word and create a new blank document. (2 Marks)
- b) Set the page orientation to landscape. (1 Mark)
- c) Create a header with the title "Charity Event Fundraiser Invitation." (2 Marks)
- d) Insert a footer with your name and student ID number. (2 Marks)
- e) Set the font of the entire document to Arial, size 12. (1 Mark)
- f) Create a guest mailing list table with your specification (2 Marks)
- g) Format the table with alternating row colors and a header row. (2 Marks)
- h) Write a brief invitation message introducing the charity event, its purpose, date, time, and location. Make sure to address the recipients formally. (2 Marks)
- i) Save the document as INVITATION. (1 Mark)