



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

**INTRODUCTION TO INFORMATION COMMUNICATION
TECHNOLOGY**

HMKT 103

PART 1 SEMESTER 1

Total Marks [100]

DATE: April, 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer any *four (4)* questions
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss the possible health problems associated with the use of computers in an information centre of your choice. (25marks)
2. Explain how an information professional would benefit from the features of a:
 - (a) Word processor (9 marks)
 - (b) Spreadsheet (8 marks)
 - (c) Database management system (DBMS) (8 marks)
3. 'Size can be used as a classification parameter to categorise Computers. However, with the advancement of technology and advent of new small and powerful brands of computers, the validity of the parameter is challenged.' Discuss. (25 Marks)
- 4 Discuss:
 - (a) the social and economic effects of using Facebook and Hi 5 to students at academic institutions. (15 marks)
 - (b) how the use of electronic mail has transformed information management practices. (10 marks)
- 5 Analyse how an organization of your choice can make use of the following technologies:
 - (a) Intranet (15 marks)
 - (b) Extranet (10marks)
- 6 (a) Discuss any three types of computer crimes and suggest possible solutions for each. (15 marks)
 - (b) Explain how computer networking affects the security of information systems. (10 marks)

End of paper