THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN INFORMATION TECHNOLOGY

MODULE I

COMPUTER APPLICATIONS I (PRACTICAL)

Paper 2

2 hours

INSTRUCTIONS TO CANDIDATES

*You have **ten** minutes to read through the instructions and questions before starting the examination.*
Any problem with the computer should be reported to the invigilator immediately.
Direct any question(s) to the invigilator only. Conversing with fellow students may lead to disqualification.
*Write your **name** and **index number** on the **answer booklet** and the **rewritable CD**.*
*Type **your name** as a header on each sheet used.*
*Perform **All** the tasks on this paper.*
Each task carries 15 marks.
Read the instructions of each task carefully.
Print on one side of the paper(s) only and use a fresh sheet of paper for each task at the end of the examination.
*Hand over **printout** and the **rewritable CD** to the invigilator.*
*Candidates should answer the questions in English.*

This paper consists of 7 printed pages.

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

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Turn over

TASK 1

(a) Open a word processing program and key in the following text as it appears. *Save* the document as *smedia* in the KNECEXAM folder. (14 marks)

SOCIAL MEDIA MARKETING

Social media marketing is the use of internet social media platforms to connect with audience to build products of a particular brand, increase sales, and drive website traffic. This involves publishing great contents on your social media profiles, listening to and engaging your followers, analysing your results and running social media advertisements.

Internet
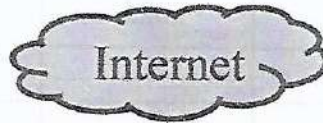
Benefits of Social Media Marketing

❖ **Increased Brand Awareness**
Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase business visibility.

❖ **More Inbound Traffic**
Without marketing, business on social media, inbound traffic is limited to the usual customers.

❖ **Greater Customer Satisfaction**
Social media is a networking and communication platform. Creating a voice for a company through these platforms is important in humanizing the company.

❖ **Cost-Effective**
Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms

APPROXIMATE NUMBER OF PEOPLE USING SOCIAL MEDIA PLATFORMS IN A REGION	
PLATFORM	NUMBER
Facebook	350
WhatsApp	800
Twitter	150
You Tube	250

(b) Save the changes to print out later *smedia* document. (1 mark)

TASK 2

Figure 1 is a worksheet extract showing the number of people who used the respective social media platforms during the months of Jan-April. Use it to answer the questions that follow.

	A	B	C	D	E	F	G
1	USERS OF SOCIAL MEDIA PLATFORMS IN A REGION						
2	PLATFORM	JANUARY	FEBRUARY	MARCH	APRIL	TOTAL	
3	Facebook	1821	1656	2084	1201		
4	WhatsApp	2206	1925	2124	1841		
5	YouTube	643	1774	1999	902		
6	Twitter	501	632	450	708		
7	LinkedIn	458	625	291	685		
8							
9	Total number of Facebook and YouTube users						

Figure 1

(a) Open a spreadsheet program and key in the data as it appears in Figure 1. Save the workbook as *platforms* in the **KNECEXAM** folder. (6 marks)

(b) Using a function and cell addresses only compute:

   (i) total number of users for each platform in column F. (2 marks)

   (ii) the total number of users of Facebook and YouTube in the month of March in cell B9. (1 mark)

(c) (i) Create in a new sheet a bar graph to compare the users of WhatsApp and Twitter platforms during the months of January to April. (2 marks)

   (ii) Format the chart as follows:

   (I) Chart title: WHATSAPP AND TWITTER USERS FROM JANUARY TO APRIL

   (II) Data labels: Enabled. (2 marks)

(d) Save the changes to print out later

   (i) the worksheet

   (ii) the bar graph (2 marks)

TASK 3

Junior School intends to use a database to maintain its stores requisition records. You have been tasked to create a database for the school.

(a) (i) Open a database program and create a database file named *stores* in the KNECEXAM folder. (1 mark)

(ii) Create the following tables in the database created in (i). Save the tables as *Department*, *Items* and *Stores* respectively. (7 marks)

Department table

DptmentId	DptName
DPT001	ICT
DPT002	Hostel
DPT003	Library

Items Table

ItemId	ItemName	Amt
ITM001	Toner	3500.00
ITM002	Cleaning Detergents	2500.00
ITM003	Printing Papers	500.00

Stores Table

DptmentId	ItemId	RequisitionDate	Qty
DPT001	ITM001	7/16/2021	40
DPT002	ITM002	9/20/2021	30
DPT003	ITM003	9/22/2021	25
DPT001	ITM001	8/16/2021	40
DPT002	ITM001	5/28/2021	35
DPT003	ITM002	6/25/2021	45
DPT001	ITM001	8/20/2021	67

(iii) Create appropriate relationships between the tables. (1 mark)

(b) Create forms that could be used to enter data into the Department and Stores tables. Save the forms as *dptfrm* and *storesfrm* respectively. (1 mark)

(c) (i) Create a query to display the fields *DptName, ItemName, RequisitionDate, Qty* and a calculated field named *costItem* obtained by multiplying Qty by Amt. Save the query as *costitem*. (3 marks)

(ii) Create a column report for the query created in (i). Save the report as *dptrpt*. (1 mark)

(d) Print out later each of the following:

(i) tables;

(ii) dptrpt. (1 mark)

TASK 4

(a) Open a presentation program and create the slides as they appear in Figure 2 using appropriate slide layouts. Save the presentation as *splatforms* in the KNECEXAM folder. (11 marks)
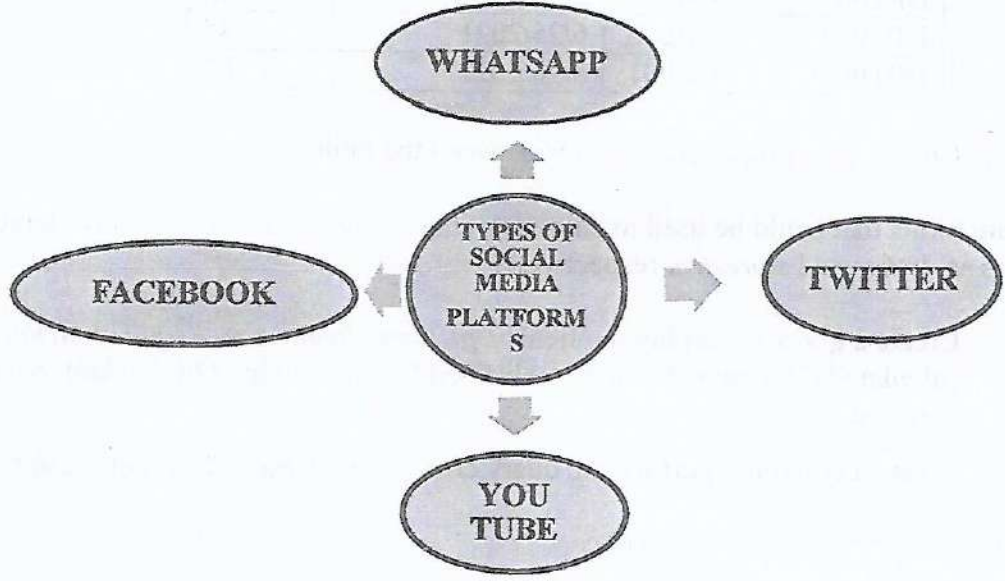
Slide No	Content
1	# EFFECTS OF SOCIAL MEDIA BY RUNNY ALI
2	Social media is a collective term for websites and applications which focus on communication, community-based input, interaction, content-sharing and collaboration.
3	**ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA** **ADVANTAGES** ✓ Offer greater convenience and connectivity. ✓ Staying connected with family and friends worldwide. ✓ Quick access to information and research banking ✓ Bill payment at our fingertips ✓ Opportunities for remote employment **DISADVANTAGES** • Users spend a lot of time on the media leading antisocial behavior • Increased cyberbullying, social anxiety, depression, and exposure to content that is not age appropriate. • The media is addicting. • Self-image Issues. Social media sites provide tools that allow people to earn others approval for their appearance.
4	**SOCIAL MEDIA PLATFORMS** WHATSAPP TYPES OF SOCIAL MEDIA PLATFORMS FACEBOOK — TWITTER YOU TUBE
5	**Use Social Media Responsibly**

Figure 2

(b)   Apply each of the following to all the slides:

     (i)   slide design of your choice;   (1 mark)

     (ii)   slide transition which includes a sound of your choice.   (1 mark)

     (iii)   insert a slide number and the text "Social Media" as a header.   (1 mark)

(c)   Save the changes to print out later *splatforms* as a handout with three slides per page.   (1 mark)

THIS IS THE LAST PRINTED PAGE.