EASTERN UNIVERSITY SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
FIRST EXAMINATION IN BBA/BCOM - 2018/ 2019
SECOND SEMESTER (Mar - 2022)
MGT 1043 – COMPUTER SOFTWARE AND APPLICATION
PRACTICAL EXAMINATION

Answer all questions   **Time allowed: 03 hours**

Important Instructions:

- This paper has **04 questions** and **07 pages**.

- Note that questions appear on both sides of the paper. If a page is not printed, please inform the supervisor immediately.

- Create a new folder on your desktop and name it with "Your Index No" and save answers of the questions inside your index number folder

Q1.

Create the following document file as shown in below by using MS Word and save it as "Marketing.docx" on your Index number folder created in the Desktop. Insert "MGT 104 Computer Software and Application" as header.

Marketing Strategy

A *marketing strategy* refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the *company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.*

1) Mission
   a) Statement
   b) Objectives
2) Situation Analysis
   a) 5C analysis
   b) SWOT Analysis
   c) PEST Analysis
3) Marketing Strategy
   a) Define Audience
   b) Set the Goal
   c) Develop Budget
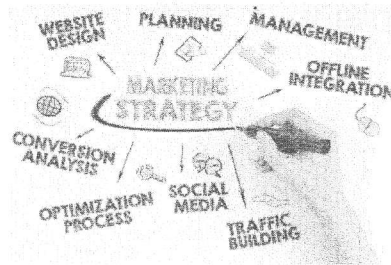

Marketing Strategy vs Marketing Plan	
Marketing Strategy	**Marketing Plan**
Long Term	Short Term
Delivery of Company Mission	Campaign – level ta...
Business goal supports	Marketing strateg... supports

Q2.

Create the following presentation file with six slides using MS PowerPoint and save it as **"Strategy.pptx"** into the folder created as per the instructions. The presentation file you are creating should have the following:

a) Use any slide theme to your presentation.
b) Type your Index Number in the first slide.
c) Add "Strategy" and the "Slide Number" as footer to the slides except first slide.
d) Add slide transition effects between all slides.
e) Add animation effects to the titles in each slide.

MARKETING STRATEGY

Index No

INTRODUCTION

- A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services.

- A marketing strategy contains the following
  - company's value proposition,
  - key brand messaging,
  - data on target customer demographics, and
  - other high-level elements.

THE MARKETING STRATEGY PROCESS

- Company Vision
- Company Mission
- Marketing Objective
- Marketing Strategy

WHAT IS STRATEGY

Position	Play	Pattern
Perspective	Plan	

SOCIAL MEDIA MARKETING

S Specific

A Attainable

T Time-bound

M Measurable

R Realistic
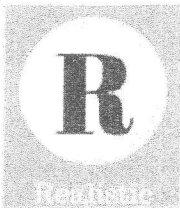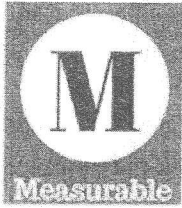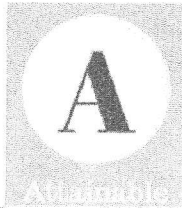
Thank You

Q3.

Create the following worksheet using MS Excel and save it as "**Examination.xlsx**" into the folder created as per the instructions.

Examination for Promotion of the Technical Officers										
Index No	Medium	Full Name	Technical Stream	Written Exam Marks	Practical Exam Marks	Average Marks	Grade	Salary	Allowance	Gross Salary
IT/5001/E		Miss.Geetha Rajan		75	65			45000		
EL/5002/T		Mr.Charles Anton		85	75			35000		
ME/5003/S		Mr.Rizvi Mohamed		52	80			28000		
IT/5004/E		Miss.Yaso Raj		74	90			27500		
CH/5005/S		Mr.Ravi Rahul		34	45			28000		
ME/5006/T		Mr.Chamila Perera		68	65			40000		

a) Fill the column "Medium" using suitable function according to the following conditions. Last letter of the given Index No represents Medium. If the "Index No" ends with "E"- English, "T"- Tamil and "S"- Sinhala.

b) Fill the column "Technical Stream" using suitable function according to the following conditions. First two letters of the given Index No which is represents Technical Stream. If the "Index No" starts with "IT"- Information Technology, "EL"- Electrical, "ME"- Mechanical and "CH"- Chemical.

c) Calculate the Average Marks (Written and Practical Exam Marks) of each Officer by using suitable function.

d) Use the following criteria to fill the "Grade" column using suitable function.

Average Marks	Grade
Average Marks>=70	Good
70>Average Marks>=40	Satisfactory
Average Marks<40	Fail

e) Use the following criteria to fill the "Allowance" column using suitable function.

Grade	Allowance
Good	12% of the Salary
Satisfactory	5% of the Salary
Fail	0% of the Salary

f) Calculate the Gross Salary for each Officer by using the following equation.
Gross Salary=Salary + Allowance

Q4.

a) Create a blank database using MS Access and save it as "**Hotel.accdb**" into the folder created as per the instructions.

b) Create the table **Customer** with the following fields and data type. Set "CustomerID" as the primary key.

Field Name	Data Type
CustomerID	Short Text
CustomerName	Short Text
District	Lookup Wizard (Colombo, Jaffna, Batticaloa, Kandy)
Gender	Lookup Wizard (Male, Female)
Email	Short Text

c) Insert the following records to the table **Customer**.

CustomerID	CustomerName	District	Gender	Email
CT1001	Amila	Colombo	Male	amilap@gmail.com
CT1002	Anusha	Jaffna	Female	anu123@gmail.com
CT1003	David	Colombo	Male	dd2001@yahoo.com
CT1004	Geetha	Batticaloa	Female	geeth@gmail.com
CT1005	Mohamed	Kandy	Male	mhmd@yahoo.com
CT1006	Mohan	Batticaloa	Male	mohan117@gmail.com
CT1007	Rahul	Batticaloa	Male	rahu1990@yahoo.com
CT1008	Rajan	Colombo	Male	raj@gmail.com

d) Create Query to get the following results:

   1) Display CustomerID, CustomerName, District and Email of Customers and save it as "Q1".

   2) Display CustomerID and CustomerName of Female Customers and save it as "Q2".

   3) Display CustomerName of Male Customers who are from Batticaloa and save it as "Q3".

   4) Display CustomerName and Gender of Customers who are from Colombo and save it as "Q4".

   5) Display CustomerName and Email of Customers whose name start with "A" and save it as "Q5".