



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

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PART I SECOND SEMESTER EXAMINATION

**INTRODUCTION TO INFORMATION COMMUNICATIONS TECHNOLOGY**

**BMA 1206**

**JUNE 2025**

**DURATION: 3 HOURS**

**Total Marks: 100 marks**

**Examiner: Ms. N Chauke**

### **INSTRUCTIONS**

1. This paper contains **TWO** Sections
2. Answer all questions in Section A and any three in Section B
3. Section A carries **40 marks** and Section B carries **60 marks**
4. Where a question contains subdivisions, the mark value of each subdivision is shown in brackets.
5. Illustrate your answer, where appropriate, with clearly labeled diagrams.
6. Start each question on a new page.
7. The Question paper consists of 3 (three) printed pages.

## **SECTION A**

### **QUESTION 1**

- a) Convert the following decimal numbers to their binary coded decimal equivalent:
  - i) 1024. [3]
  - ii) 700. [3]
- b) Convert the following hexadecimal numbers to their decimal equivalent
  - i) 17DF. [2]
  - ii) FF2A. [2]
- c) Differentiate between data and information. [4]

### **QUESTION 2**

- a) Explain how the following technologies work:
  - i) Artificial Intelligence. [4]
  - ii) Blockchain. [4]
  - iii) QR codes. [4]
- b) Define the following terms:
  - i) Network topology. [2]
  - ii) Synchronous transmission. [2]
  - iii) Computer file. [2]
  - iv) Database management system. [2]
- c) Explain how the email virus works. [6]

## **SECTION B**

### **QUESTION 3**

- a) Distinguish the following terms:
  - i. Mainframe and Supercomputer. [4]
  - ii. Systems software and Application software. [4]
  - iii. Read Only Memory (ROM) and Random Access Memory (RAM). [2]

b) Describe any six functions of an operating system. [10]

**QUESTION 4**

Explore the benefits of Internet in the Marketing industry. [20]

**QUESTION 5**

- a) Computers are prone to be affected by viruses. Briefly explain the steps one can take to protect his/her personal computer from viruses. [5]
- b) Describe three different types of viruses you are familiar with. [15]

**QUESTION 6**

Computers and their applications have changed different sectors including marketing. Discuss some of the uses of computers that have changed conventional methods in marketing to improve productivity. [20]

**THE END**