



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR SCIENCE (AGRIBUSINESS MANAGEMENT AND TRADE)

KBT 206: INFORMATION COMMUNICATION TECHNOLOGY IN AGRIBUSINESS

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DATE: FRIDAY 30TH MARCH 2012

TIME: 2.00 P.M. – 4.00 P.M.

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INSTRUCTIONS

There are FOUR questions.

Answer **Question 1** and any **other 2 questions**

1. a) Describe briefly the positive impacts that computers have had on
 Communication. (5 marks)
- b) Critically examine the main differences between quantitative and qualitative
 information. (5 marks)
- c) Explain benefits to an organization of setting up a website. (5 marks)
- d) Explain the key difference between Local Area Network (LAN) and a Wide
 Area Network (WAN). (5 marks)
- e) Briefly describe the main data processing activities. (5 marks)
- f) Compare and contrast a hard disk with RAM. (5 marks)
- g) Describe the uses of ICT in decision making. (5 marks)
- h) Outline benefits of fiber optic communications network. (5 marks)
2. a) Illustrate data processing cycle. (5 marks)
- b) Examine the main challenges facing ICTs use as inputs in small-scale
 agriculture in Kenya. (10 marks)
3. a) Name FIVE types of ICT wares and explain how each could be used by an
 agribusiness firm. (5 marks)
- b) Discuss briefly the application of emerging ICT in small-scale agricultural
 production. (10 marks)
4. a) The network manager in Kenyatta University is thinking about replacing all of
 the current computers. Discuss the main needs to consider. (5 marks)
- b) Briefly explain the current ICT market structures in Kenya. (10 marks)