UNIVERSITI TEKNOLOGI MARA SABAH

MARKETING RESEARCH 536

"PURCHASING BEHAVIOR OF UITM SABAH STUDENT ON COMPUTER"

NAME : MIMI ZARINA BT BAKRI
UiTM NO : 2005641299
PROGRAM : BBA (HONS) MARKETING
PART : 03
LECTURER : PROF. MADYA MATYASIN JAMIL

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Mimi Zarina Bte Bakri
BBA (Hons) Marketing 03

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1.0 INTRODUCTION

The story of the development of digital computer is rooted in the abacus and early mechanical calculating devices; Charles Babbage is credited with the design of the first modern computer, the "analytical engine," during the 1830s. American scientist Vannevar Bush built a mechanically operated device, called a differential analyzer, in 1930; it was the first general purpose analog computer. John Atanasoff constructed the first semi electronic digital computing device in 1939. The first fully automatic calculator was the Mark I, or Automatic Sequence Controlled Calculator, begun in 1939 at Harvard by Howard Aiken, while the first all-purpose electronic digital computer, ENIAC (Electronic Numerical Integrator and Calculator), which used thousands of vacuum tubes, was completed in 1946 at the University of Pennsylvania. UNIVAC (UNIVersal Automatic Computer) became (1951) the first computer to handle both numeric and alphabetic data with equal facility; this was the first commercially available computer. First generation computers were supplanted by the transistorized computers of the late 1950s and early 60s, second generation machines that were smaller, used less power, and could perform a million operations per second. They, in turn, were replaced by the third generation integrated-circuit machines of the mid-1960s and 1970s that were even smaller and were for more reliable. The 1980s and 90s were characterized by the development of the microprocessor and the evolution of increasingly smaller but powerful computers, such as the personal computer and personal digital assistant, which ushered in a period of rapid growth in the computer industry.