



UGANDA BUSINESS AND TECHNICAL EXAMINATIONS BOARD

Business and Humanities Certificate Examinations

MAY-JUNE SERIES

PROGRAMME

PROFESSIONAL CERTIFICATE IN SOFTWARE ENGINEERING (PCSE)

PAPER NAME

BUSINESS COMMUNICATION

(THEORY)

PAPER CODE

APTPC114

YEAR I, SEMESTER 1

3 HOURS

10TH MAY 2021

INSTRUCTIONS TO CANDIDATES

1. *This paper consists of **two** sections **A** and **B**.*
2. *Section **A** is compulsory and carries **20** Marks.*
3. *Section **B** consists of **six** questions, answer only **four** questions to carry **80** Marks.*
4. *All answers to each question should begin on a fresh page.*
5. *All questions carry equal marks.*
6. ***Do not** write on this question paper.*
7. ***All answers and rough work should be done in the official answer booklet provided.***
8. *Read other instructions on the answer booklet.*

SECTION A – (20 MARKS)

Answer all questions in this section

Question One

- a) State two purposes of business communication. (02 marks)
- b) Give two forms of internal downward communication. (02 marks)
- c) Name two types of audience. (02 marks)
- d) Identify two personalities in a meeting. (02 marks)
- e) State two ways of giving gauging the audience interest. (02 marks)
- f) Name two types of business reports. (02 marks)
- g) Give two types of a business letter. (02 marks)
- h) State two types of interviews. (02 marks)
- i) State two barriers to effective communication. (02 marks)
- j) Name two importance of an agenda. (02 marks)

SECTION B (80 MARKS)

Answer only four questions in this section

Question two

- a. Name the **four** different types of a business communication. (08 marks)
- b. Communication impacts every aspect of your business. This includes every sale, meeting and conversation that takes place at work. You know when things are going well (happy customers, energized teams and clear direction) and when they don't (wrong orders, door sales and frustrated staff).
- c. State **four** effective business Communication techniques. (12 marks)

Question three

- a. Whether you are facilitating a meeting or participating in one, you have an important role to play and duties to fulfill. Collectively, these roles and obligations work together to produce meetings where things get done.

Describe **four** roles of members on a meeting. (08 marks)

- b. In order for your business strategy to be communicated effectively, it must be clearly defined. The communication goals of your business strategy should be based on your employee understands of how their roles affect the strategy as a whole.

Discuss **six** effective communication goals for your business strategy. (12 marks)

Question four

- a. State **four** benefits of creating and distributing that outline the topics to be discussed at the business meeting. (8 marks)
- b. Proper effective communication is a key to growing a successful business. Creating a common system for how messages are sent, received and implemented is vital for your business' growth. Give **three** reasons how to improve team-wide communication. (12 marks)

Question five

- a. Describe **two** types of audience analysis. (4 marks)
- b. Audience analysis involve identifying the audience and adopting a speech to their interest level of understanding, attitudes and beliefs.

Taking an audience centered approach is important because a speakers' effectiveness will be improved if the presentation is created and delivered in an appropriate manner.

Describe **five** 4 types of audiences.

Question six

- a. Effective communication in the workplace is not always straight forward and barriers can easily get in the way.

Explain five barriers to effective communication. (10 marks)

- b. Communication barriers can never be completely eliminated. However, there are ways to reduce their negative consequences and make communication more streamlined and effective.

State five ways to tackle communication barriers ion the work place (10 marks)

Question seven

- a. In a professional setting, effective oral communication is important because it is built on transparency, understanding and trust. Your oral communicational skills can boost morale, encourage improved performance and promote team work.

- b. Sate **five** benefits of oral communication. (10 marks)

Crating and distributing an agenda that outlines the topics to be discussed at a business meeting can have several important benefits. State the **five** benefits of having an agenda before a meeting.

END