



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** importance of communication skills in a business (02 marks)
- b) Describe **two** different types of business communication (02 marks)
- c) State **two** forms of communication (02 marks)
- d) List **two** principles of communication (02 marks)
- e) Define **two** elements of the communication process (02 marks)
- f) Define open door policy as used in communication (02 marks)
- g) Suggest **two** ways of handling a difficult negotiator (02 marks)
- h) Define lateral Communication (02 marks)
- i) State **two** types of reports (02 marks)
- j) Define communication Channels (02 marks)

SECTION B (80 MARKS)

Answer only four questions in this section

Question two

- a)** Define the medium as used in communication. (02 marks)

National water and Sewage Corporation has decided to enhance communication both internally and externally. Michad the Communications officer at the Corporation insisted it would benefit them in enhancing communication.

- b)** Explain **four** points to support management's decision. (08 marks)

c) Alfred, the supervisor at café javas, holds monthly Capacity building workshops for the staff. Upon evaluating the workshops she realized that most employees had difficulties in communicating and exchange of information and understanding it.

Explain **five** elements affecting how information is sent, received and understood. (10 marks)

Question three

Thomson enterprise is a multi-business company that was established in 2016. It has opened up different branches in Kampala, Jinja and Mbale. Thomson Enterprise uses the following business Communication channels, Describe them in detail.

- a) i. Formal communication channels. (05 marks)
- ii. Informal communication Channels. (05 marks)
- b) explain two means of Communication at the work place. (10 marks)

Question four

Uganda Manufactures Association is seeking a suitable qualifies person to fill up the post of accounts Assistant

- a) Write an application letter addressed to the manager HR, Uganda Manufactures Association P.O Box 727 Kampala. (10 marks)
- b) Draft a curriculum Vitae to be attached to your application letter. (10 marks)

Question five

Mr. Mukasa, a Democratic Party Candidate is planning to visit Apac which is a Uganda People's Congress stronghold. He expects the audience to be hostile and it will be hard for the audience to listen to him and they could even be openly hostile and disagree with him.

His campaign Manager did an audience analysis and realized the above atmosphere.

- a) Explain **five** ways he can engage such a crowd. (10 marks)
- b) Mr. Kayanja, Director Construction at KCCA is to address a technical Conference of Architects at the City hall.

State **two** methods he must use while dealing with such a critical audience. (04 mks)

- c) An uninformed audience is the most common type of audience you will encounter. They might know a little about your presentation topic but certainly not in great detail.

Explain **three** ways to encounter such audience to get the best results (06 marks)

Question six

Alex is one of the contestants for Councilor in Nansana Town Council. The developed a panic attack while addressing delegates at the council hall

- a) Suggest **four** causes of Alex's problem. (04 marks)
- b) Explain **three** ways Alex would prevent such a problem. (06 marks)
- c) State **five** different personalities of the delegates at the council hall. (10 marks)

Question Seven

Startimes Uganda wishes to recruit a number of staff in various departments. Maggie, the Human Resource Officer is directly responsible for conducting the interviews.

- a) Identify **two** categories people that would be part of the panels (02 marks)
- b) Describe **four** types of interviews that you would conduct (08 marks)
- c) Discuss **five** responsibilities of panel members (10 marks)

END