

UGANDA MARTYRS UNIVERSITY
INSTITUTE OF LANGUAGES AND COMMUNICATION SKILLS
BAM3, MICROFINANCE3, BSDC3
Lubaga Campus Evening
BUSINESS ENGLISH

Time: 3 Hours

Date: 5th December 2018

INSTRUCTIONS

Attempt **Three** questions in all.

Number **ONE** is compulsory

1. You attended the recently concluded Uganda Martyrs University Silver Jubilee celebrations on 9th November 2018 but unfortunately the Dean of your faculty was away on official business and therefore could not attend. She asked you to take note of all the activities of the day and eventually generate a report.

Questions

- a) Write an outline of the activities that you would highlight **(10 Marks)**
- b) Justify your choice of the activities above. **(10 Marks)**
- c) Write the report. **(20 Marks)**

2. The chief executive of a business organization approached you and told you that most of his faithful customers were drifting away to deal with his rivals. You advised him to carry out an investigation only to discover that the problem stemmed mainly from the way customers were being attended to by their staff.

Advise him on how to handle this problem so that he is able to restore customer confidence but without having to dismiss any member of staff. **(30 Marks)**

3. What tips would you give to a person who is going to record minutes of a meeting for the first time? **(30 Marks)**

4. How can a business organization use meetings as an effective tool of administration? **(30 Marks)**

5. With the advancement of technology, there are many modes of communication but the office telephone has remained relevant. Account for this phenomenon. **(30 Marks)**

6. Imagine you have been a regular customer of **MOMO-MOMO Supermarket** and of late you have realized that their services are not as good as they were when you started dealing with them. In particular you have realized the following;

- Delays
- sluggishness in service
- Sharp increase in the price of most of the commodities
- Poor customer service
- Poor packaging
- No more after-sale services

Write a letter of complaint to the manager indicating very clearly that if these issues are not addressed, you will stop dealing with them. **(30 Marks)**