

**UGANDA MARTYRS UNIVERSITY**  
**END OF FIRST SEMESTER EXAMINATIONS 2014/15**  
**THIRD YEAR – BUSINESS ENGLISH**  
**TIME: 3 HOURS**  
**DATE: 5<sup>th</sup> December 2014**

**INSTRUCTION: Attempt any four questions.**

1. 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 Front Desk Officer who doubles as the official receptionist of all in-coming and out-going calls. **Advise him on how to handle this problem so that he is able to restore customer confidence but without having to dismiss the front desk officer.**
2. What tips would you give to a person who is going to preside over a Board meeting for the first time?
3. Members of staff of St. Mary's SS Nkozi held a meeting on Friday 28<sup>th</sup> November at their school in the Staffroom from 4.00 PM to 6.10 PM. Some members were absent but had notified the chairperson about their absence while others did not attend and none had any information concerning their whereabouts  
In the meeting, they discussed the following;
  - Academic assessment
  - Students' discipline.
  - Plans for the following academic year
  - End of year party

**As the Secretary to this meeting, write out the minutes for this meeting.**

4. You are the Human Resource Manager of a business firm which has just recruited new staff and the practice is that they have to be inducted before they start working. You are scheduled to address the m on customer service; what it is, what it involves, its importance etc.

**Make this presentation**

5. Discuss the essentials of a formal report.
6. It is the policy of your faculty/institute that every student- co-ordinator for each year has to write a report at the end of every semester giving details on among other things (you may think of more) the following:
  - Attendance of lecturers by both students and lecturers
  - Quality of teaching
  - Quality of assessment
  - Problems encountered during the course of the semester
  - Way forward/ recommendations

**Write a report for Year Three Semester One**

END