

UGANDA MARTYRS UNIVERSITY  
SCHOOL OF ARTS AND SOCIAL SCIENCES

BUSINESS ENGLISH SPECIAL/SUPPLEMENTARY EXAMINATION

DATE: THURSDAY 24<sup>TH</sup> August 2023

TIME: 9:30AM-12:30PM

INSTRUCTIONS

1. Answer THREE questions in all.
2. Question 1 is Compulsory.
3. Start each question on a new page.
4. Write CLEARLY.

QUESTION 1

- a) Using examples, demonstrate how the telephone is useful for both small and medium enterprises as well as corporate businesses. (20 marks)
- b) What are some of the difficulties businesses may experience in the use of the telephone in business? (10 marks)
- c) What advice can you give to business owners on the effective use of the telephone for business purposes? (10 marks)

QUESTION 2

Mr Eugenio Odong, the Chief Executive Officer (CEO) of Akobo & Sons, a manufacturing company, heard the Head of one of the departments in the company abusing the receptionist, telling her that she is "just a mere receptionist who should not think of advising people above her". The CEO was very upset and decided to call the Head of Department for a talk in his office. He went further and asked you, a recent graduate with training in Business English, to write a section of a training manual that can be used to train all employees of the company. The section is entitled: The role of the Receptionist in business". Write the section. (30 marks)

QUESTION 3

Peter Kakingulu is a recent graduate from a reputed university in Uganda. Three months ago he was appointed as an assistant to the Chief Administrative Officer (CAO) of Katakwi District. This

particular CAO has a policy of holding monthly meetings of all the different sections of the district leadership. At the last meeting Peter Kakungulu was selected to be the Secretary of these meetings. Peter was appalled. You are Peter's old classmate from school. He writes to you and tells you how he has been reduced to serve in such a lowly position. "Don't these people know I am a university graduate and son of a very important officer in government? And this job they want me to do is for a woman", he mourns in part of his letter. You know better than he does.

- a) Write a letter to Peter, in response to his, explaining the importance of a meeting's secretary in any organization. **(15 marks)**

After receiving your response, Peter writes you another letter, complaining that he does not know what to do as a secretary.

- b) Respond to Peter's second letter, explaining how he should go about doing his job as Secretary. **(10 marks)**
- c) How, do you think, Peter could reap some benefits from being Secretary in the position he has been given? **(5 marks)**

#### **QUESTION 4**

Imagine that you are working at Absa Bank Head Office as a clerical officer. The bank is interested in opening more branches in other parts of the country. After consultations, the CEO was advised to appoint you as Head of a team which was to go to different districts of Uganda that are bordering South Sudan, the Democratic Republic of the Congo, Tanzania and Burundi to investigate the possibility of opening branches in those districts. After your investigations, and as Head of the team, write a report to the CEO about your assignment.

#### **QUESTION 5**

You are the owner of a small business you started, which is only 6 months in operation. From the very beginning you have been conducting meetings in your business. A friend of yours found you at one of these meetings and wanted to take you for lunch. He had to wait for you until after the meeting. He could not understand how and why you can waste time and your small earnings to hold meetings. You decided to educate him on the importance of meetings in general, and for your business in particular.

- a) Write what you would say to him. **(15 marks)**
- b) Write minutes of the last meeting you had so as to demonstrate the importance of business meetings. **(15 marks)**