INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES

DEPARTMENT OF LANGUAGES

BUSINESS ENGLISH SPECIAL/SUPPLEMENTARY EXAM

DATE: 16th July 2022   TIME: 9.30 a.m. – 12.30 p.m.

INSTRUCTIONS

Answer three questions in all.

Question 1 is compulsory

QUESTION 1

You have had your studies using both online and physical methodology.

a) Compare online and physical teaching and examinations.   (20 marks)
b) As a potential business owner, how would you make use of these options in your
   business   (10 marks)

c) What challenges are you likely to face in the use of these approaches?   (10 marks)

QUESTION 2

You have just been recruited as an assistant to the Chief Executive Officer in a big corporation that has branches in several districts of Uganda as well as in South America and Asia. The CEO is aware that you, being a recent graduate, are familiar with online technology. He tasked you to organize a meeting of all the Heads of departments in all branches of the company and play the role of Secretary at the meeting.

a) What will you do as part of your planning?   (10 marks)
b) Write minutes of the meeting.   (15 marks)
c) What will you do after the meeting?   (5 marks)

QUESTION 3

You are the owner of a small business, but would like to expand it.A possible funding agency has asked you to write a proposal that will enable them decide the viability of extending some

funds to your business. Write the proposal in which you support your request.
(30 marks)

QUESTION 4

The company you have just joined has lost a lot of customers in the recent past and could face closure. The Chief Executive Officer has tasked you to investigate the cause of the problems the company is facing. Your initial examination of the matter seems to be lack of customer care. Write a report of your investigation and send it to the relevant authority.
(30 marks)

QUESTION 5

Using examples, discuss two types of business etiquette and demonstrate their relevance to a business set up.
(30 marks)