

UGANDA MARTYR'S UNIVERSITY NKOZI
DEPARTMENT OF LANGUAGES
END OF SEMESTER 1 2013 EXAMINATIONS
BEN 3101(BUSINESS ENGLISH)
BBAM3, IEDS 3, SCIENCE 3 BSDC3, BSDC3
Rubaga & Nkozi,
YEAR 3

TIME: 3 hours

Instructions

Attempt four (4) questions in all. All questions carry equal marks.

1.
 - a) You are a Sales Manager of Fair International Company Ltd which deals in Cosmetic Products for young men and women. You want to open sales with students at Uganda Martyrs' University Nkozi and Lubaga campuses but you are not sure whether such products can have a good market there. Create a two minutes telephone conversation with the Culture Minister at any of the two compuses.
(10 marks)
 - b) The department of Logistics at the Company where you work will hold its monthly meeting two weeks from now to plan for the coming festive season. As secretary to the department board invite members to the meeting and attach the agenda.
(15 marks)
2.
 - a) UMUSU started a poultry farm to support needy students. They need 5000 chicks from UGACHI Uganda on 15th December 2013. As the purchasing officer, place an order for those birds providing the necessary details.
(12marks)
 - b) You have 20 taxis working on Kampala-Entebbe Road. However, Kampala Capital City Authority (KCCA) has set many difficult regulations including a tax levy of 300,000 Uganda shillings per taxi per day. This has disturbed you and you want an explanation from the Authority. Write a letter to the Director KCCA expressing your discomfort.
(13 marks)
3. A colleague of yours has made a customer angry by delivering the wrong goods and the customer storms into your office. Explain how you would handle such a situation.
(25 marks)
4.
 - a) You have received a complaint from a valued customer from Gulu, pointing out that the plastic cups he ordered for from your company have arrived in a damaged

condition. Though the fault was of the transporter, you decide to replace the damaged cups. Draft a suitable letter of reply to the customer. **(15 marks)**

b) A colleague of yours who has been giving you hard time dies suddenly and you have been requested to write a letter of sympathy to the family of the deceased. Write down the letter. **(10 marks)**

5. a) What is protocol? **(05 marks)**

b) What sort of protocol should be exhibited by someone attending a business dinner? **(20 marks)**

6. Imagine that you are quality assurance officer of Stock Goods Uganda L.t.d and your General Manager John Fisher has instructed you to investigate complaints among customers that the quality of milk produced by the company has declined considerably. In your finding, some of the reasons are:

- Poor stocking skills.
- Poor quality feeds given to the animals.
- Poor storage facilities.
- Shortage of power
- Poor processing equipment.

Write a letter report to your boss explaining your findings. **(25marks)**

7. a) How are computerised technologies changing the work place? **(10 marks)**

b) What are the advantages and disadvantages of this trend in business?(15 marks)

8. Providing relevant examples, explain the parts of a business report. **(25 marks)**

END

A MERRY CHRISTMAS AND A HAPPY NEW YEAR