

UGANDA MARTYRS UNIVERSITY

SCHOOL OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF LANGUAGE S AND COMMUNICATION STUDIES

BUSINESS ENGLISH SPECIAL AND SUPPLEMENTARY EXAMS 2015-16

BAM III/BSC III/DDS III/AGRIC III

DATE: 25TH JULY 2016

TIME: 10.00 AM TO 1.00PM

INSTRUCTIONS

1. ANSWER THREE (3) QUESTIONS IN ALL.
2. QUESTION 1 IS COMPULSORY.
3. NUMBER ALL THE QUESTIONS YOU HAVE ANSWERED.
4. START EACH QUESTION ON A NEW PAGE.

QUESTION 1

Imagine that you are working for a big company employing more than 500 people. The company has a newly established staff association. You have been elected Secretary of this association.

- a) Write an invitation to the members to go for a meeting in a venue outside the company premises. (5 marks)
- b) Discuss some of the concerns you would have as Secretary on the organization of this meeting and how you would deal with those concerns. (20 marks)
- c) Write the minutes of that meeting. (15 marks)

QUESTION 2

Choose one type of business and discuss why good communication is important for its survival. Use examples. (30 marks)

QUESTION 3

- a) Why is feedback important in business? (10 marks)
- b) Discuss the different types of feedback that can be provided in business. (20 marks)

QUESTION 4

One day as you were walking in home town you saw a new business. You wanted to find out what it was dealing in. On entering the shop you found two girls cleaning their nails and combing their hair. You asked what they were selling and without taking their eyes from what they were doing, you were told, "Can't you see for yourself?" You asked if you could have their business telephone number. The answer was, "We don't have one, sweetheart." Then one of them stood up and put her arms round your neck and said, "Can I give you mine?" in a very soft voice. You asked for the Manager's telephone number and the answer was, "We don't have. Why do you need it anyway? We are here." At that point you left the shop. Later you learnt that the owner of that business was your old classmate from High School who is working in Dubai. Write a letter to your old classmate about your concerns for his business and giving him advice on how to avoid the closure of his business. (30 marks)

QUESTION 5

Kampala Capital City Authority (KCCA) is in the process of introducing railway transport, not only in Kampala, but throughout the country. Many customers are used to commuter taxis and buses.

- a) Identify and explain the methods by which the Authority can effectively communicate the importance of using the new means of transport. (20 marks)
- b) Why are these particular methods more appropriate than others? (10 marks)

QUESTION 6

The CEO of the company you work for has assigned you the responsibility of identifying ways to expand the company business. Write a report after executing the assignment. It must be presented within a period of 4 weeks. (30 marks)