

UGANDA MARTYRS UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION AND MANAGEMENT
END OF SEMESTER TWO 2023/2024 EXAMINATIONS
BAM3 NKOZI, MASAKA AND LUBAGA
JANUARY INTAKE
BUSINESS ENGLISH

DATE: THURSDAY 23RD MAY 2024

TIME: 2:00PM-5:00PM

DURATION: 3 HOURS

INSTRUCTIONS.

- ❖ Attempt **Three** questions in all
- ❖ **Number 1 is compulsory**
- ❖ Choose any other two questions to make them three.



1. Nowadays, due to improvement in technology, there are many modes of communication among staff and customers at the disposal of business organisations. Think of two methods of communication that can be adopted in each of the scenarios listed below with justification for your choices;
 - A meeting of all branch managers of a multi-national business company (8 marks)
 - A complaint that a customer would wish to lodge with the administrators of a business company about the services provided by their employees (8 marks)
 - A new company wishing to advertise itself and their products (8 marks)
 - Negotiations between two business companies on how to deal with each other (8 marks)
 - A workshop organized to sensitize members about new changes in policy of a company (8 marks)
2. Imagine you are a facilitator at an induction workshop that was organized by the Directorate of Human Resource to sensitize new staff on a wide range of issues. You have been chosen to present on business communication and customer care. With illustrations, show what you would highlight during your presentation. (30 marks)
3. Show how you would use meetings as an effective tool of administration if you were the Managing Director of a big business organization with branches all over the country. (30 marks)

4. It is the policy of the university that student coordinators for each year from every faculty has to write a report at the end of every semester to the Dean of students giving details on, among other things (you may think of more) the following:
- Students' welfare
 - Learning and teaching
 - Quality of service delivery by the mother faculty
 - Problems encountered during the course of the semester
 - Way forward/ recommendations

As the coordinator, write a report for Year Three Semester Two. (30 marks)

5. You were the secretary at the Uganda Martyrs Students Union meeting that was held on Friday 26th 2024 at 9.00 am in the main boardroom.
As the Secretary, you were involved in all the processes of notifying and inviting members to the meeting through a memo, designing the agenda in consultation with the chair person and recording the minutes.

Task;

- Design the memo that you used to notify and invite the members to the meeting (10 marks)
- Write a full copy of the minutes that you recorded for the meeting. (20 marks)

END