



UGANDA BUSINESS AND TECHNICAL EXAMINATIONS BOARD

Business and Humanities Diploma Examinations

MAY-JUNE SERIES

PROGRAMME:

BCS, GBDM, DBCS, GCD, LSC, DTM, DPM

PAPER NAME:

BUSINESS COMMUNICATION SKILLS

PAPER CODE

BCS1103/GBDM114/DBCS1105/GCD1102/LSC1105/DTM1104/DPM1107

YEAR I SEMESTER I

3 HOURS

WEDNESDAY, 19TH MAY, 2021

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **two** sections **A** and **B**
2. Section **A** is compulsory and carries **20** marks.
3. Section **B** consists of **six** questions. Answer only **four** questions from this section.
4. All questions carry equal marks.
5. All answers to each question should begin on a fresh page.
6. All answers and rough work should be done in the official answer booklet provided.
7. **Do not** write on the question paper.
8. Read other instructions on the answer booklet.

SECTION A - (20 MARKS)

Answer all questions in this section

Question One

- (a) Choose the correct words from the underlined alternatives and use it to re-write correct sentences.
- (i) The design of your new house is rather/fairly good. (01 mark)
- (ii) The gentleman is certainly/of course the most considered person in the business company. (01 mark)
- (b) Re-write the underlined words to bring out their correct grammatical meaning.
- (i) You tried your best in the final examinations, isn't it? (01 mark)
- (ii) According to my opinion, I do not need your guidance. (01 mark)
- (c) Choose the subjects and complements in the sentence below.
- (i) He is kind at all times. (01 marks)
- (ii) It became hotter in the day. (01 marks)
- (d) Construct sentences using each of the following words. (02 marks)
- (i) diary (01 mark)
- (ii) dairy (01 mark)
- (e) Define **stage fright**. (02 marks)
- (f) State **two** roles of members in a meeting. (02 marks)
- (g) Outline **two** types of interviews. (02 marks)
- (h) Write the following abbreviations in full
- (i) AGM. (01 mark)
- (ii) w.w.w (01 mark)
- (i) Define the term **Agenda** as used in meetings. (02 marks)

SECTION B - (80 MARKS)

Answer only four questions from this section.

Question Two

- (a) Explain **three** importance of communication in an organisation. (06 marks)
- (b) Assume you are the Manager of JIDA Limited and you are to orient new staff members on good communication skills.
 - (i) Explain **four** techniques that they should adopt in order to improve on their telephone communication skills. (08 marks)
 - (ii) Discuss **three** limitations of using telephones in business operations. (06 marks)

Question Three

- (a) State **four** essentials of oral communication. (04 marks)
- (b) Outline **four** ways through which information is passed on from one person to another without use of words. (04 marks)
- (c) In your institution, most of the communication from management to students is done orally. Explain **six** advantages which your institution enjoys as a result of using this form of communication. (12 marks)

Question Four

As an Administrative Assistant of DK Enterprises, you are required to write business correspondences regularly for both internal and external communication purposes.

- (a) Explain **four** factors that normally influence your choice of the media to use in order to achieve the purpose above. (08 marks)
- (b) Write a memo to all Heads of Department in your Company requesting them to submit departmental reports for the month of May 2020 to the company secretary not later than 8th June 2020. Copy the memo to the staff notice board. (12 marks)

Question Five

- (a) Discuss **five** merits of using written communication in an organisation. (10 marks)
- (b) Having been appointed as a cashier at K.K. Bakery Ltd, you have spent three months without getting your salary. Write a complaint letter to the Human Resource Manager K.K Bakery on P. O. Box 2030 Kampala. (10 marks)

Question Six

- (a) Discuss **three** reasons why oral reports may not be acceptable in business operations. (06 marks)
- (b) You work as a Sales Supervisor at Impex Technologies Ltd and the Marketing Manager requested you to carry out investigations on the causes of poor performance of sales staff who have been selling the company's products from door to door. Your findings were; inadequate marketing skills, delayed payment of allowances and poor customer perceptions. Write a report in a letter format clearly explaining **two** findings and **two** recommendations. (14 marks)

Question Seven

Recently you attended a seminar but the words from the facilitators were not clear to you and you did not learn much.

- (a) Explain **five** possible causes of the above situation. (10 marks)
- (b) Suggest **five** ways in which the facilitator could have made his communication more effective. (10 marks)

END