



**TECHNICAL UNIVERSITY OF MOMBASA**

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**SCHOOL OF BUSINESS**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**UNIVERSITY EXAMINATION FOR:**

Type program name

**BSM 2203: BUSINESS COMMUNICATIONS**  
**SPECIAL SUPPLEMENTARY EXAMINATION**

**SERIES:AUGUST2017**

**TIME:2HOURS**

**DATE:19Sep2017**

**Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FOUR** questions. Attempt**ALL** questions.

**Do not write on the question paper.**

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**Question ONE**

Read the passage below and answer the questions that follow it. Write your answers in complete sentences and paragraphs. (25 marks)

The Internet has opened the door to new ways of shopping, known as online shopping. There are many online shopping sites which bring many kinds of goods right to one's home or office. Customers, therefore, have access to items they would not normally come across. They can now make a choice from dozens of items that before were only available to trade fairs, supermarkets and other types of shops.

Shopping on the Internet offers convenience and time – saving benefits to buyers as compared to shopping in traditional stores. This **mode** of buying eliminates agonizing traffic jams, bored shop attendants, pickpockets, traveling in bad weather and the transportation costs involved. The Internet enables shoppers to develop their own timetables for research and **purchasing**. It is easy to search for products and services using the Internet since the customers are able to track down all the top suppliers of a particular item throughout the world. This is more convenient than using **conventional** methods of phone directories, word of mouth and advertisements. Because of having access to many suppliers, customers have an opportunity to compare prices. Online shopping may save a trader time in delivery. Many airlines, for example, now

provide electronic tickets. Once a ticket is purchased online, the customer will pick it at the airport to check in counter. As such, there is no more waiting at the travel agency.

The Internet operates 24 hours a week and can be reached from anywhere in the connected world. Shoppers can, therefore, search and purchase goods at any time unlike in traditional stores that have fixed opening hours. Shoppers can also purchase goods that are unavailable at their location. The Internet is a powerful research instrument in the purchasing process. For certain products like books and movies, shoppers are able to search through a larger selection on the Internet. They are also able to conveniently obtain reviews and recommendations for the movies and the books. This kind of information is usually unavailable in traditional shops. The Internet also offers prices of competing suppliers, which reduces chances of overpaying. This is unlike buying from shops where prices may be manipulated to the shopper's disadvantage.

Customers are able to buy direct from a manufacturer's or wholesaler's website using the Internet. As more manufacturers and wholesalers cut off retailers and sell direct to consumers, costs are lowered and hence they are able to offer lower prices. Online stores are not burdened by the costs of running a physical shop. Rent, electricity, salaries and fixtures contribute to the overheads of doing business. Retailers also have discovered that they can meet the needs of their customers with less **operational expenses**. This is done by having an online location and then passing the savings onto their customers by lowering prices of their products.

Online shopping, however, has its shortcomings. Although over the years the Internet has become a great source for **bargain hunters**, sometimes the deal that looks great falls short of what has been advertised. It can also be difficult to communicate dissatisfaction through the Internet as compared to face-to-face. While the Internet can give more information about a product than one would get in shop, sometimes that information is not enough. For instance, one cannot smell or touch a product to **ascertain** the quality. How safe it is to use a credit card online is another issue.

In order to be protected when shopping online, one should only shop at secure sites. Before providing a credit card number or personal information, one should ensure that the site has been certified as a secure site. The address of a secure site begins with "https" instead of "http". The extra "s" stands for secure. Another security measure is to always print a copy of all purchase orders and confirmation numbers. In addition, one should make a prompt check of one's monthly bank and credit card statements and ensure that any billing errors or unauthorized purchases are reported within the required time.

a) Explain the meaning of the following words and phrases as used in the passage:

- i) Mode
- ii) Conventional
- iii) Manipulated
- iv) Operational expenses

- v) Bargain hunters
- vi) Ascertain

- b) Explain, according to the passage, the benefits of shopping through the Internet.
- c) State, according to the passage, the disadvantages of shopping through the Internet.

### **Question TWO**

Answer both Questions (a) and (b) (25 marks)

- a) You have just completed your 'O' level education. You wish to train as a computer technician. Write a letter to Gladwell Business College enquiring about the course.
- b) You are the Sales Assistant of Muvuvi Traders. You have received a letter from a customer complaining that some items he had ordered were missing.

Write an appropriate reply to the customer.

### **Question THREE**

- a) The following passage has misspelt words. Identify and write them correctly. Do not rewrite the passage. (10 marks)

Soon after independence, the Government set up a Kenyanisation Bureau to screen foreign workers and transfer jobs from them to the wanachi. The Bureau existed until early 1980s – the dawn of liberalisation. At that time, the expatriates were holding jobs as mechanics and machine operators, clerks and bookkeepers.

These jobs did not fall under the white-collar category. They were specialized jobs as the equipment or systems were imported and required learnt skills. The Ministry of Labour set up the National Industrial Vocational Training Centre to train skilled workers.

- b) Write a composition of about 200 words on: “The advantages of shopping at a supermarket.” (10 marks)