



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN SECRETARIAL STUDIES

BSC 2204: SHORTHAND SPEED I

END OF SEMESTER EXAMINATION

SERIES:AUGUST2019

TIME:2HOURS

DATE: Pick Date Aug2019

Instructions to Candidates

- You should have the following for this examination
 - *Answer Booklet, examination pass and student ID*
 - This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.
 - **Do not write on the question paper**
-

PASSAGE ONE: LETTER OF ENQUIRY

Dear Sir

Will you kindly let us have as soon / as possible your best price for the hardware listed on // the attached work sheet. We should also like your advice /// as to whether it will be worthwhile for us //// to take out insurance on the more expensive goods while / they are in transit. The wire baskets and wheeled trolleys // are intended for use in supermarkets and we expect we /// shall want somewhere in the region of five thousand of //// each of these items. We expect the goods will be / sent by your wagon, as usual, to our works within // the next three weeks.

Yours faithfully

Purchasing Manager

QUESTION 2 MARKET SALES

(25 marks)

According to our Sales Manager, it is possible to increase / sales of our products. However in our view it may // not be easy to sell some of our leisure goods // in all parts of the target area. I can assure /// you that our Market Research Manager, Mr. Bright is looking //// into the progress made so far. It appears from recent / newspaper reports that resorts near the sea are very popular // for short breaks. This could of course, lead to increased /// sales of our water pleasure goods. It is necessary to //// be sure that these newspaper remarks are true so I / have asked Mr. Bright to research the facts and to // come over tomorrow. Now that he has moved he is /// only a mere three miles away, which makes it very //// easy for us to meet to discuss tactics

QUESTION: A FINANCIAL REPORT

(20 marks)

The 5 per cent rise in the value of the / shares since the issue 10 months ago was really of / no use to us since we had bought then with // a view to making a killing. The cause of the failure of our idea was the poor sales of the /// 4 months following May, which had an effect on the //// share value. On the advice of the bank we shall now sell,

