

**2041**  
**BUSINESS ENGLISH**  
**STAGE II**  
**November 2010**  
**Time: 3 hours**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE**  
**EXAMINATIONS**

**BUSINESS ENGLISH**

**STAGE II**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*Answer ALL the questions.*

**This paper consists of 8 printed pages.**

**Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.**

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**Turn over**

1. *Read the passage below and answer the questions that follow it. Write your answers in complete sentences and paragraphs.*

Since many jobs are not advertised, it is **essential** to develop relationships with people who can tell you about job openings. This is referred to as networking or a strategy for opening the hidden job market. Besides getting you a job, networking also helps create a community of people who support each other by providing useful information. This information includes new developments in the profession.

Networking is a planned and **ongoing** effort. It is something that you do throughout your career. To build an effective network, begin by writing down the kinds of people you want in your network. This will be determined by their position, background, personality, leisure interests and values. These people should be instrumental in helping you reach your goals. In addition, make a list of the people you already know whom you want to include in your network. It is also important to consider how you will contact people you would like to include in your network. This can be either through the telephone, in person, e-mail or online discussion groups.

Keeping your network to a manageable size will also help you build an effective network. Start off with a small group and expand to a size that works for you. It is also important, that you organise your contacts. Keep the frequently used contacts within reach. Use another file for people you will not be corresponding with more than twice a year and another for people you have not contacted in a year or more. Another way of ensuring you establish an effective network is to give your network an overhaul once a year. This will involve reorganising your files and address books. While reorganising, do not **discard** old contacts as you can always reconnect with them.

Networking can further be made effective by setting a timetable to achieve your goals. You can aim to set up a lunch date or make two reconnecting calls a week. In addition, have a notebook to record whom you have called and what the outcome was. Another way of setting up an effective network is by setting aside a special networking time. This schedule will go a long way in ensuring that you meet as many contacts as possible. When attending meetings, set goals to meet a certain number of new people or leave with several business cards.

Networking is a challenge because the biggest part of it is psychological. It involves getting and remaining motivated and **overcoming** any fears you may have. One should bear in mind that it is not wrong to ask for information. In fact, most people enjoy being asked for help and are flattered to be asked for advice. Always push yourself by approaching new people at meetings and starting a conversation. Taking the initiative really **pays off** as in networking, you get only as much as you put into it. Lastly, but most importantly, always observe networking etiquette.

Networking etiquette involves several essentials. These include respecting the contacts' names. This means that you should not use a person's name as a referral to get to someone else without their permission. In addition, make sure you only call people at times that are convenient for them. Further, you should follow through on your promises. This means, for example, that if someone asks for a copy of an article you have mentioned, respond within the shortest time possible. Moreover, if you offer to give someone a telephone number, make sure you send it. Another essential etiquette in networking is communicating with your contacts to stay visible. This can be done through sending them cards, asking them out for lunch and sending them information you know they would appreciate.

Besides, always remember to thank people who help you or provide you with information. You can express your thanks by calling the persons or sending brief hand written notes. It is wise to thank people for leads and ideas even if their suggestions do not bear any fruit. This will ensure that your contacts feel appreciated and they will be more willing to help in future.

Networking can be both formal and informal. Formal networks are the type you join, usually at a fee and attend regular meetings. These networks include professional associations or college alumni. Informal networks may include friends you make, friends you keep up with and family among others. A good network contains both types and has a healthy mix of both business and social conditions.

*Adapted from: "The Financial Post".  
30th November - 6th December 2009.*

- (a) Explain the meaning of each of the following words and phrase as used in the passage:
- (i) essential
  - (ii) ongoing
  - (iii) discard
  - (iv) overcoming
  - (v) pays off
  - (vi) bear any fruit
- (6 marks)
- (b) Explain, according to the passage, how one can build an effective network.
- (10 marks)
- (c) Explain, according to the passage, the various essentials of networking etiquette.
- (6 marks)

2. *Read the passage below and answer the questions that follow it. Write your answers in complete sentences and paragraphs.*

Kenya hosted the high level United Nations (UN) Conference on South-South Co-operation between 1<sup>st</sup> and 3<sup>rd</sup> December 2009. The conference was to mark the occasion of the 30th Anniversary of the 1978 conference on Technical Co-operation among developing countries. The conference produced the Buenos Aires Plan of Action, a seminal document, that has guided co-operation among developing countries.

The conference was to be attended by all 192 United Nations member states and UN bodies. More than 1000 participants were expected to attend. The objectives of the conference were to assess progress made and lessons learned on South-South Co-operation. In addition, it would provide an opportunity for policy makers to strategise on how best to tap into the growing capacities in the South. It would also harness the present momentum of South South Co-operation. The co-operation is aimed at attaining internationally agreed development goals.

Kenya was bound to benefit in several ways for hosting the conference. Among those benefits was the fact that, about 1000 delegates were expected to attend the conference. This provided a much needed boost to the economy. The tourism sector also benefited from increased hotel bookings and visitors to the game parks. Another benefit was realised in the local transport sector and the national carrier, Kenya Airways. This was due to increased utilization of the respective services. The conference further enhanced the focus of international media attention on Kenya. The increased visibility was expected to enhance the image of the country and further promote tourism. Besides, Kenya's commitment to promotion of South-South Co-operation was underlined by hosting the conference.

The collaboration of the South countries in the political, economic, social and technical domains is in line with Kenya's Vision 2030. South-South Co-operation is a physical expression of solidarity between peoples and countries. This solidarity acknowledges their mutual responsibilities for the attainment of internationally agreed development goals, including the Millennium Development Goals. Kenya subscribes to the co-operations as an alternative development effort and instrument of promoting self-reliance. This will ensure that the country effectively participates in the international economic system.

According to a report by the UN Secretary General, there have been visible trends in the South - South Co-operation over the past 30 years. Regional integration has, for example, fuelled economic progress. This has led to further expansion of flows of finance, technology and trade. United Nations agencies and programmes have played a key role in promoting co-operation among developing countries. In addition, a growing number of developing countries are becoming

middle-income economies and gaining a voice in global governance.

Kenya benefits from South-South Co-operation through the Food and Agricultural Organisation Special Programme for food security which was launched in 1996. As a result of the programme, the country has received field technicians and experts to work with rural communities and farmers. In addition, the country participated in the Africa-Asian business forum which aims to stimulate trade and investment between both continents. This forum aims at bringing together business representatives to discuss joint ventures, bilateral agreements and enterprise exchanges. Further, the country participates in the African Capacity Development in Local Governance project. The project aims to strengthen national capacity for local governance in selected African and Asian countries. This capacity should be realised at both policy formulation and operational levels.

Kenya also benefits from the co-operation through the hosting of the Japanese sponsored African Institute for Capacity and Development (AICAD). The institute addresses poverty reduction in African through joint research, training, information, network and documentation. Besides, the country has benefitted from 26 projects supported through the G77 Perez - Guerrero Trust Fund. Another benefit is that Kenya's development interests have been highlighted at international level. Moreover, the country has received technical assistance in skills upgrading and entrepreneurial development. Trade between Kenya and other developing countries has been on an increasing trend. This is due to conclusion of Bilateral Trade Agreements and the harmonization of trade policies within the region.

Despite the advances achieved in some areas of the South, many countries still require assistance to build capacity and ensure that the benefits of growth are equally distributed. This would help tackle poverty and ensure sustainable development. The strategies for development call for assistance to meet both the basic survival needs of the less developed countries. The strategies will also focus on the needs of those who have advanced along the development scale. At the same time, developing nations should ensure that the necessary policy and institutional infrastructure is in place in order to take advantage of the assistance being offered.

*Adapted from: "The Daily Nation"  
Tuesday, December 2009.*

- (a) In about 100 words, and according to the passage, explain how Kenya benefited by hosting the conference. (8 marks)
- (b) In about 150 words, and according to the passage, explain the benefits Kenya has derived from being a member of South-South Co-operation. (14 marks)

3. *Answer both questions (a) and (b).*

- (a) You work as the Assistant Manager in a three-star hotel. Of late the number of clients visiting the hotel has declined. The management has requested you to investigate the matter and write a report with recommendations.

Assume you have completed the investigations and write the report. (12 marks)

- (b) The company you work for deals with collection of garbage from residential homes. Recently, tenants moved into a new estate within the area where you operate.

Write a letter to them informing them about the garbage collection services.

(11 marks)

4. *Answer questions (a), (b) and (c).*

- (a) Complete the following sentences using the correct word from the ones given in brackets. DO NOT REWRITE the sentences. (5 marks)

- (i) Jane's \_\_\_\_\_ is usually difficult to understand. (pronunciation, pronunciation).
- (ii) Computers require regular \_\_\_\_\_ for them to work efficiently. (maintenance, maintainance).
- (iii) Life-long learning is a \_\_\_\_\_ process. (continous, continuous).
- (iv) They listened to the managers speech \_\_\_\_\_ of the heavy rainfall. (inspite of, in spite of).
- (v) The accounting department is using a lot of \_\_\_\_\_. (stationery, stationary).
- (vi) Those lazy campers have \_\_\_\_\_ in their sleeping bags for a long time. (laid, lain).
- (vii) The plane \_\_\_\_\_ all around the field. (fied, flew).
- (viii) All the new office computers have \_\_\_\_\_ numbers. (serial, cereal).
- (ix) The company has decided to have a \_\_\_\_\_ call for all employees on Monday. (role, roll).
- (x) Both Kamau and Jane \_\_\_\_\_ a off day. (has, have).

- (b) Change the following sentences from active to passive voice. (5 marks)

- (i) John repaired the printer.
- (ii) The company supplied the goods in time.
- (iii) The manager took the injured employee to the hospital.

- (iv) The panel will interview the applicants next week.  
(v) XYZ company won the 'Company of the Year Award'.

(c) *Fill in the blank spaces with the correct prepositions.*  
*DO NOT REWRITE the sentences.*

(5 marks)

- (i) The staff had a lot of fun \_\_\_\_\_ the sports day.  
(ii) I am eager to go \_\_\_\_\_ tonight.  
(iii) Members are encouraged to confide \_\_\_\_\_ each other.  
(iv) John interrupted a private discussion \_\_\_\_\_ Jane and me.  
(v) I am envious \_\_\_\_\_ your new job assignment.  
(vi) Charles is involved \_\_\_\_\_ local politics.  
(vii) The two messengers argued \_\_\_\_\_ who would mail the letters.  
(viii) The secretary lives \_\_\_\_\_ the dual carriage way.  
(ix) They protested \_\_\_\_\_ the hiked fares.  
(x) John is inseparable \_\_\_\_\_ Peter.

(d) *Write an essay of about 250 words on: "Measures that should be taken by the Government to prevent famine in Kenya".*

(10 marks)

5. *The following passage contains errors. Identify and correct the errors.*  
*DO NOT REWRITE the passage.*

(8 marks)

Sooner or later, everyone look forward to retirement. However if one owns a family business, retirement isn't just a matter of deciding not to go to the office any more. Beside ensuring that one have money on retirement, the question of what happens to the business becomes paramount. It is, therefore, wise for an entrepreneur to think about whoever is going to manage the business on his or her exit from the seen. He should also think about how ownership will be transfered and whether the business will carry on or will die with her or him.

In Kenya, for instant, it is unfortunate that most of the business which were big names yesterday are just shadows today while others have completely died and what remain is just the memory. Recently at a business forum, it came out clear that Kenyan entrepreneurs had not done enough to menter their children to take over operations of their business ones they are unable to run them.

Most entrepreneurs are paying little attention in business succession planning which involves setting up a smooth transition among the owner and his successors.