

BOWEN UNIVERSITY, IWO, OSUN STATE  
FACULTY OF HUMANITIES  
DEPARTMENT OF ENGLISH  
2019/2020 SECOND SEMESTER EXAMINATION

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**COURSE TITLE:** BUSINESS AND VOCATIONAL ENGLISH  
**COURSE CODE:** ENG 408  
**DATE:** JUNE/JULY 2020  
**TIME ALLOWED:** 2 Hours

**INSTRUCTION:** Answer three questions in all. QUESTION 5 IS COMPULSORY

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1. Read the excerpt below carefully and thereafter discuss telephoning, focusing specifically on how telephoning skills are employed or otherwise in the excerpt.

On that July morning, her weekend bag already packed for Massachusetts, she was making scrambled eggs when the phone rang. The caller ID showed "unknown" and she thought it might be a call from her parents in Nigeria. But it was a telemarketer, a young, male American who was offering her better long-distance and international phone rates. She always hung up on telemarketers, but there was something poignantly young, untried, untested, the slightest of tremors, an aggressive customer-service friendliness that was not aggressive at all; it was as though he was saying what he had been trained to say but was mortally worried about offending her.

He asked how she was, how the weather was in her city, and told her it was pretty hot in Phoenix.... Because she felt strangely sorry for him, she asked whether he had rates better than fifty-seven cents a minute to Nigeria.

"Hold on while I look up Nigeria," he said, and she went back to stirring her eggs.

He came back and said his rates were the same, but wasn't there another country she called" Mexico? Canada?

"Well, I call London sometimes," she said. Ginika was there for the summer.

"Okay, hold o while I look up France," he said.

She burst out laughing.

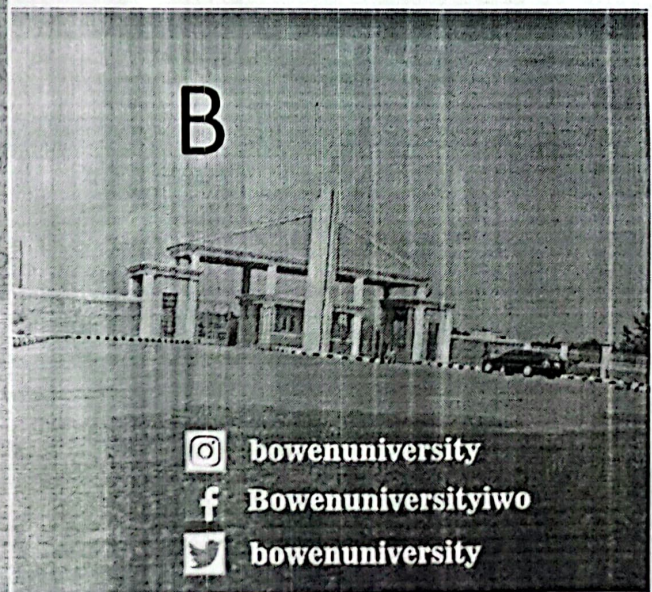
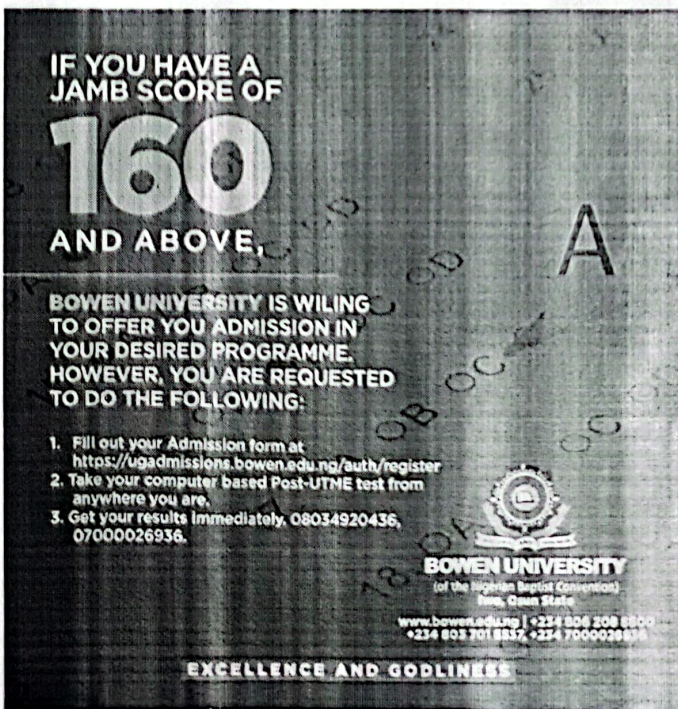
"Something funny over there?" he asked.

She laughed harder. She had opened her mouth to tell him, bluntly, that what was funny was that he was selling international telephone rates and did not know where London was, but something held her back.... So she said, "There's a hilarious old comedy on TV."

"Oh, really?" he said, and laughed too. It broke her heart, his greenness, and when he came back on tell her the France rates, she thanked him and said they were better than the rates she already had and that she would think about switching carriers (culled from *Americanah*, pp. 173-174).



2. While taking this course, you had the conviction that the course would serve greater benefits if were offered as a university-wide course. The University Curriculum Development Committee has called for suggestions and inputs to make Bowen University graduates better equipped for the job market. Write your contribution. *(20 marks)*
3. As the Valedictorian for your graduating set some fifteen years ago and the CEO of an organisation which is enlisted as one of the best in the industry, you have been invited to speak at the Baccalaureate night of the 2019/2020 graduates of your Alma mater. Prepare a commencement speech of not more than 450 words for the occasion. *(20 Marks)*
4. You have the rare opportunity to meet the client of your dream at a career fair. They have requested you to speak about your product. Put your thoughts to paper. *(20 Marks)*
5. Study texts A-H below which are screenshots of someposts on the Instagram handle of Bowen University, Iwo, then
  - a. explain how the posts reflect the differences between customer care in the previous and current ages (10 marks)
  - b. discuss, in relation to Parasuraman, et. al (1988), how Bowen University has employed these posts toinfluence customers' positive evaluation of its service quality(20 marks)





**BOWEN UNIVERSITY**  
CELEBRATES & WISHES  
ALL OUR FATHERS A  
**HAPPY**  
*Father's*  
**DAY**

The Lord will supply all your needs  
according to His riches in glory by Christ Jesus.  
Phil 4:19

**HAPPY EASTER**

Sending you warm wishes this Easter  
as we rejoice in the gift of Jesus  
with our loved ones at home  
**STAY SAFE. STAY HOME**

From all of us at Bowen University Iwo

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**CHAMPIONS BUILDING CHAMPIONS!**  
WINNING, EVERY TIME

Champions do not become champions  
overnight. They work hard every  
day in the hours, weeks, months and years  
of their preparation. It is  
the preparation that leads to  
the achievement of their  
championships.

**BOWEN SMART SCHOOL HUB**

**You Can Study  
from anywhere  
literally!**

...unlimited learning  
**@BOWEN**

*Can we talk?*

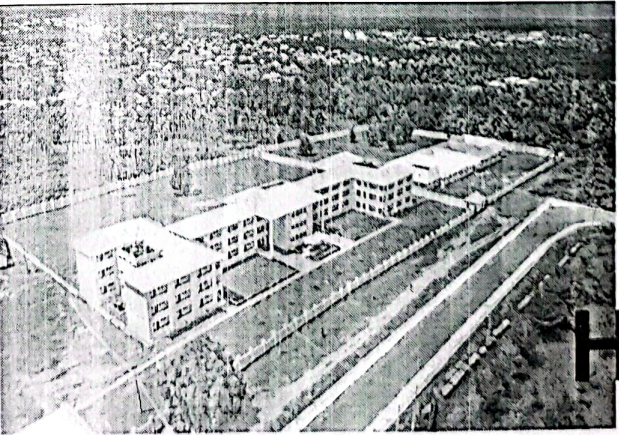
Bowenites,  
Hit me up  
on my Instagram Live Chat  
and let me know  
how you are faring with your

**VIRTUAL  
CLASSES!**

Date: Tuesday, April 7, 2020  
Time: 12noon - 12:30p.m.

Signed: Couch

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Excellence and Growth



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*Couch*  
11/7/20  
PROF. D. O. H. H.