



**CERTIFICATE UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**BRIDGING CERTIFICATE**

**FCC 100: BASIC ENGLISH**

**DATE: 1<sup>ST</sup> APRIL 2026**

**DURATION: 2 HOURS**

**MAXIMUM MARKS:**

**70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

**QUESTION ONE**

**Read the Case Study below carefully and answer the questions that follow:**

The retail company noticed a significant decline in sales and customer engagement, so it decided to conduct a careful review of its current marketing strategy. The management team believed that they could gradually improve results if the company actively listened to customer feedback.

As a result, the company quickly implemented a new digital platform and it trained experienced employees to respond politely and efficiently to customer concerns. Although the changes were initially challenging, they eventually created a more positive shopping experience. Because customers felt genuinely valued, they began to frequently return to the store, and the business successfully increased long-term loyalty and overall profitability.

**Required:**

- a. From the case study above, classify the words according to the following parts of speech
  - i. Nouns (2 Marks)
  - ii. Pronouns (2 Marks)
  - iii. Adjectives (2 Marks)
  - iv. Verbs (2 Marks)
  - v. Adverbs (2 Marks)

**Marks)**

- vi. Conjunctions (2

**Marks)**

b. Differentiate between abstract and concrete nouns justifying each by giving two examples each from the above case study  
**(6 Marks)**

c. Analyze how adverbs expressing manner, degree, or time shape the narrative progression of the case study  
**(8 Marks)**

d. Identify two noun phrases from the text and analyse their internal structure

**(4**

**Marks)**

**QUESTION TWO**

a. Correct sentence structure and pronunciation improve everyday communication. Argue

**(5 marks)**

b. Explain how conjunctions and discourse markers help improve clarity and coherence when speaking

**(5 marks)**

**QUESTION THREE**

Effective note-taking can support academic tasks, such as writing a summary or answering exam questions. Describe the process of note-taking to improve writing skills

**(10 marks)**

**QUESTION FOUR**

Using the following most common clause pattern of English, give two

sentential examples for each pattern

- |        |  |   |   |   |  |                  |
|--------|--|---|---|---|--|------------------|
| i. S   |  |   | V |   |  | O                |
|        |  |   |   |   |  |                  |
|        |  |   |   |   |  | <b>(2 Marks)</b> |
| ii. S  |  |   | V |   |  | C                |
|        |  |   |   |   |  |                  |
|        |  |   |   |   |  | <b>(2 Marks)</b> |
| iii. S |  |   | V |   |  | A                |
|        |  |   |   |   |  |                  |
|        |  |   |   |   |  | <b>(2 Marks)</b> |
| iv. S  |  | V |   | I |  | O                |
|        |  |   |   |   |  |                  |
|        |  |   |   |   |  | <b>(2 Marks)</b> |
| v. S   |  |   |   |   |  | V                |
|        |  |   |   |   |  |                  |
|        |  |   |   |   |  | <b>(2 Marks)</b> |

#### QUESTION FIVE

Differentiate the following types of sentences giving two examples each

- |                                     |                    |
|-------------------------------------|--------------------|
| i. The simple sentence              | <b>(2.5 Marks)</b> |
| ii. The compound sentence           | <b>(2.5 Marks)</b> |
| iii. The complex sentence           | <b>(2.5 Marks)</b> |
| iv. The compound - complex sentence | <b>(2.5 Marks)</b> |

#### QUESTION SIX

- a. Describe a situation at school where better listening could improve communication  
**(4 marks)**
- b. Active listening goes beyond hearing words, requiring the listener to be present without interrupting. State six strategies to ensure effective active listening has taken place  
**(6 marks)**