

1042

COMMUNICATION SKILLS I

July 2023

Time: $2\frac{1}{2}$ hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE
EXAMINATIONS

COMMUNICATION SKILLS I

$2\frac{1}{2}$ hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of TWENTY THREE (23) questions in TWO sections; A and B.
Answer ALL the questions in both sections in the answer booklet provided.
Candidates should answer the questions in English.*

This paper consists of 5 printed pages.

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

SECTION A (60 marks)

Answer ALL the questions in this section.

1. Outline **three** uses of upward communication. (3 marks)
2. State **three** reasons why a business may choose to advertise its products on television. (3 marks)
3. List **three** uses of communication in an organization. (3 marks)
4. List the first **three** elements in the communication process. (3 marks)
5. State **three** uses of a comma in a sentence. (3 marks)
6. Outline **three** items that may be included in the body of a job application letter. (3 marks)
7. List **three** benefits of using social media to communicate. (3 marks)
8. Outline **three** types of information that must be included in the notice of a meeting. (3 marks)
9. State **three** benefits of storing information in a computer. (3 marks)
10. List **three** non-verbal cues the principal may use during a staff meeting. (3 marks)
11. List **three** forms of oral communication that may be used in an organization. (3 marks)
12. Outline **three** factors that may hinder transmission of information when using online platforms. (3 marks)
13. State **three** advantages of using visual aids in communication. (3 marks)
14. Fill the blank spaces with the plural form of the words given in brackets. **Do not rewrite** the sentences. (3 marks)
 - (i) The two presenters read the _____ every evening. (news)
 - (ii) The _____ that you bought are growing very fast. (calf)
 - (iii) The cat chased the _____ (mouse)

15. Complete the following sentences using the correct pronoun. **Do not rewrite** the sentences. (3 marks)

- (i) James gave _____ the keys. (she/her)
- (ii) _____ danced at the wedding. (He/Him)
- (iii) This is the girl _____ greeted us yesterday. (who/that)

16. Complete each of the following sentences using the correct form of the word given in brackets. **Do not rewrite** the sentences. (3 marks)

- (i) John was _____ the dogs when he tripped and fell. (feed)
- (ii) When I arrived, the lady had _____ for two hours. (wait)
- (iii) They _____ the goods to the market by donkey cart. (transport)

17. Fill in the blank spaces with the correct preposition. **Do not rewrite** the sentences. (3 marks)

- (i) He went to school _____ foot.
- (ii) I have been teaching _____ 2010.
- (iii) The young boy is very good _____ chess.

18. Complete the blank spaces with the correct conjunction. **Do not rewrite** the sentences. (3 marks)

- (i) She was on night duty _____ she is sleeping now. (so, and)
- (ii) Neema is married _____ Oluoch. (to, by)
- (iii) Sam arrived at the airport just _____ time to catch his flight. (in, on)

19. Fill in the blank spaces with the correct articles. **Do not rewrite** the sentences. (3 marks)

- (i) I do not have _____ water. (any, some)
- (ii) The farmer owns _____ horses. (a lot of, several)
- (iii) Not all delegates attended _____ annual meeting. (in, the)

20. Write the word that means the opposite of the underlined word in each of the following sentences. (3 marks)
- (i) Most truck drivers prefer to travel during the night.
 - (ii) The exam was difficult.
 - (iii) The train arrived at 9.00 am.

SECTION B (40 marks)

Answer ALL the questions in this section.

21. *Read the passage below and then answer the questions that follow.*

Livestock farmers in Kenya spend a **considerable** amount of time looking for affordable feed for their animals. With grazing land decreasing due to other competing factors and the changing weather patterns, farmers have been exploring better ways of getting pasture. In the recent past, hay farming in Kenya has attracted many farmers especially those in hot and dry regions. The grass most used for hay farming is the Rhodes variety.

The main aim of growing Rhodes grass instead of other types of fodder is to produce high quality animal feed with minimum expenditure. There are several benefits associated with farming this type of grass. To begin with, the crop is cultivated once in every three to five years. This saves farmers the cost of preparing land and buying farm inputs such as seedlings and pesticides. In addition, the grass matures fast and requires little rainfall to grow. Besides, hay has ready buyers due to the **increasing** demand in the livestock farms and export markets. This means that hay does not suffer from sudden price changes as witnessed in the sale of maize, rice, wheat and other cereals. Depending on the weather, farmers who cultivate Rhodes grass enjoy immediate income and profits since they can harvest up to four times a year.

Most farmers who feed their livestock with Rhodes grass confirm that they **realise** high yields in milk from cows and beef from bulls. This is because hay stimulates the digestive system which results in higher feed intake hence increased production. Livestock fed on hay benefit from the high sugar content which gives them more energy compared to grass silage that has little or no sugar. Furthermore, the milk produced by cows fed on Rhodes grass is better quality. It therefore has higher demand in the market and fetches better prices.

Harvesting Rhodes grass for making hay is done just before flowering to maintain quality. The nutritional value of hay is highest at this time. If done much earlier or later, it may produce less nutritious stems **resulting in** low quality feed. The process of harvesting hay begins with mowing the grass. This is done by hand or with a mower. It is followed by the drying or curing phase that takes two to three days if the weather is hot and dry. This involves spreading and overturning the grass continuously to ensure uniform drying. As the grass dries, it changes colour from green to pale yellow or brown. The third step involves baling where the dry hay is picked, compressed and tied up. Many hay farmers in Kenya prefer making small square bales as they are easier to carry. Finally, the bales are transported from the field and stored in barns or warehouses.

Recently, livestock farmers lost their animals to the drought witnessed in various parts of the country. The loss was not only discouraging but also deprived them of their livelihood. To prevent such losses in future, the government should encourage and **support** these farmers to plant Rhodes grass since it matures very fast and is able to withstand harsh weather conditions.

Adapted from: www.kilimogram.com/hay-farming-in-kenya, March 2021

- (a) State the meaning of each of the following words and phrase as used in the passage.
- (i) considerable;
 - (ii) increasing;
 - (iii) realise;
 - (iv) resulting in;
 - (v) support.
- (5 marks)
- (b) In about 100 words, and according to the passage, write a summary on the benefits of hay farming to livestock farmers.
- (7 marks)
- (c) Highlight, according to the passage, the process of harvesting Rhodes grass for making hay.
- (4 marks)

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