

2042

COMMUNICATION SKILLS II

July 2023

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE
EXAMINATIONS**

COMMUNICATION SKILLS II

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of **FOURTEEN (14)** questions in **TWO** sections: **A** and **B**.
Answer **ALL** the questions 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 (32 marks)

Answer ALL the questions in this section.

1. State **three** benefits of using a dictionary. (3 marks)
2. Outline **three** actions carried out by the secretary on the day of a meeting. (3 marks)
3. List **three** ways in which a speaker can ensure that he or she is audible. (3 marks)
4. Outline **three** disadvantages of using questionnaires to collect data for report writing. (3 marks)
5. Outline **four** factors that would make an interviewee fail to understand questions asked by the interviewer. (4 marks)
6. Outline **three** instances when a manager may apply speech etiquette when communicating with junior staff. (3 marks)
7. State **four** benefits of sending messages through email. (4 marks)
8. Complete the following sentences with the correct word from the choices given. Do not rewrite the sentences.
 - (i) The horse was lying helplessly in _____ stable. (it's, its)
 - (ii) This is the bank _____ was opened last week. (which, that)
 - (iii) It is _____ responsibility to feed the dog. (there, their) (3 marks)
9. Fill the blank spaces with the correct form of the verbs in brackets. Do not rewrite the sentences.
 - (i) What _____ she want? (do)
 - (ii) My cousin _____ me a very nice poem. (write)
 - (iii) Last month, the old couple _____ Kisumu for Nairobi. (leave) (3 marks)
10. Give the plural form of each of the underlined words in the following sentences. Do not rewrite the sentences.
 - (i) A taxi carried my luggage to the railway station.
 - (ii) John owns the studio.
 - (iii) The head of state visited our country. (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Explain **three** factors to consider when preparing for a presentation. (6 marks)
- (b) The County Commissioner is expected to visit Sagala Vocational Training Centre to open a new dining hall sponsored by the Constituency Development Fund. As the Manager, write a memorandum to all staff requesting their participation. (10 marks)
12. (a) Explain **three** advantages of taking notes during a meeting. (6 marks)
- (b) Namanga Enterprises Ltd, where you work as the Procurement Manager, intends to purchase assorted computers and accessories from Basil Technologies Ltd. Write a letter inquiring about the items. (12 marks)
13. In the last three months, Kiserian Manufacturers has experienced serious breakdowns of equipment and computers thereby failing to meet customers' orders. As the Chief Maintenance Officer, you have been asked by the General Manager to investigate the matter and write a report giving recommendations. Assume you have completed the investigation and write a report. (16 marks)
14. *Read the passage below and then answer the questions that follow.*

A school magazine plays a significant role as it forms part of institutional memory and connects students, teachers, parents and the community. It serves as a platform for students to express themselves, showcase their talents and learn important life skills to help them cope with the day-to-day issues facing them. In high school, the languages syllabi emphasize on learning four major skills namely speaking, writing, listening and reading. Learners are further encouraged to join clubs such as debating and journalism to hone these skills.

There are many benefits **associated** with school magazines. To begin with, they provide a practical way of extending learning beyond the classroom as they encourage development of critical thinking skills. This helps to foster creativity and encourage learners to develop their talents. They are able to produce articles and other creative works that are published in the magazine. School magazines also help students to improve their reading skills. By giving their input in the production of the magazines, they are motivated to read and conduct more research.

Teamwork and communication skills are acquired as students work together to create content, design the layout, and edit the magazines. This helps to develop important life skills such as

communication and problem solving. Furthermore, when students see their work published in the school magazines, it gives them a sense of pride and ownership. They experience a sense of accomplishment and recognition which **boosts** their self-esteem and confidence. Publishing a school magazine can create career and business opportunities for students. This is because it helps students to develop skills in writing, editing, graphic design, and marketing. Further, magazines can be used as a public relations tool to enhance the school and community culture by showcasing their achievements and activities.

However, producing a school magazine has its own challenges. With the growing number of channels used to share information online, it is becoming difficult for schools to reach and retain their target audience. It is necessary for schools to frequently connect with their audience in order to meet their needs and remain relevant. Yet another challenge faced is the high cost of production. The cost of printing paper and related materials has continued to **go up** with time. Schools also face the challenge of getting companies and suppliers who can buy advertising space in the magazines. This is because many companies today prefer to advertise their products through digital media, the Internet, and publications with a wider reach.

Selection of topics is also another challenge especially with the editors. A lot of time is required to come up with an engaging subject that suits the targeted readers. The editors, who are mainly teachers, also have other responsibilities that demand their attention. Moreover, the teachers may not be able to match the skills required by technology that keeps advancing fast. This delays the production of the school magazines. Besides, schools may not be able to afford the latest equipment due to budgetary constraints. They are, therefore, not able to produce high-quality magazines due to poor graphical design. This affects the readability and popularity of the publications.

Schools must therefore be ready to spend time and money to prepare and design articles in order to produce good magazines. With the introduction of the new education curriculum in Kenya, school magazines are expected to perform a **crucial** function in enhancing competencies such as communication, creativity and digital literacy. Learning institutions should embrace this practice and encourage learners to express themselves through the school magazines.

Adapted from: <https://onlinenotebank.wordpress.com>, 7th January 2022

- (a) State the meaning of the following words and phrase as used in the passage:
- (i) associated;
 - (ii) boosts;
 - (iii) go up;
 - (iv) crucial. (4 marks)
- (b) In about 130 words, and according to the passage, write a summary on the benefits of producing a school magazine. (9 marks)
- (c) Highlight, according to the passage, the challenges encountered in producing a school magazine. (5 marks)

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