

Name \_\_\_\_\_

Index No. \_\_\_\_\_/\_\_\_\_

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Candidate's Signature \_\_\_\_\_

Date \_\_\_\_\_

COMMUNICATION  
July 2014  
Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**CRAFT CERTIFICATE IN SALES AND MARKETING  
CRAFT CERTIFICATE IN SUPPLY CHAIN MANAGEMENT  
CRAFT CERTIFICATE IN BUSINESS MANAGEMENT  
CRAFT CERTIFICATE IN HUMAN RESOURCE MANAGEMENT  
CRAFT CERTIFICATE IN ROAD TRANSPORT MANAGEMENT  
CRAFT CERTIFICATE IN INFORMATION STUDIES  
CRAFT CERTIFICATE IN MARITIME TRANSPORT OPERATIONS  
CRAFT CERTIFICATE IN TOUR GUIDING OPERATIONS  
CRAFT CERTIFICATE IN TOUR GUIDING AND TRAVEL OPERATIONS  
CRAFT CERTIFICATE IN INFORMATION COMMUNICATION TECHNOLOGY  
CRAFT CERTIFICATE IN PROJECT MANAGEMENT  
CRAFT CERTIFICATE IN CLERICAL OPERATIONS  
MODULE I**

**COMMUNICATION**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*Write your name and index number in the spaces provided at the top of this paper.*

*Sign and write the date of the examination in the spaces provided above.*

*This paper consists of **FOURTEEN** questions in **TWO** sections; **A** and **B**.*

*Answer **ALL** the questions in both sections in the spaces provided in this question paper.*

*Candidates should answer the questions in English.*

**For Examiner's Use only**

| Section | Question | Maximum Score | Candidate's Score |
|---------|----------|---------------|-------------------|
| A       | 1 - 10   | 32            |                   |
| B       | 11       | 16            |                   |
|         | 12       | 18            |                   |
|         | 13       | 16            |                   |
|         | 14       | 18            |                   |
| TOTAL   |          | 100           |                   |

**This paper consists of 16 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 in the spaces provided after each question.*

1. State **three** ways in which information communication technology may assist the sender of a message when communicating. (3 marks)

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2. Outline **three** uses of feedback in the communication process. (3 marks)

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3. Highlight **three** uses of external communication to an organization. (3 marks)

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4. List **four** forms of written communication that may be used in an organization. (4 marks)

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5. State **three** advantages of using the television as a channel of communication. (3 marks)

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6. Outline **four** characteristics of an effective notice. (4 marks)

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7. List **three** types of meetings that an employee may participate in at his place of work. (3 marks)

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8. State **three** roles of an interviewer during an interview. (3 marks)

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9. Outline **three** reasons why it is important to observe official etiquette when communicating. (3 marks)

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10. Highlight **three** disadvantages of using e-mail to communicate. (3 marks)

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**SECTION B** (68 marks)

*Answer ALL the questions in this section in the spaces provided after question 14.*

11. Talo Transport Company has placed an advertisement in The Msafiri newspaper for the position of Assistant Transport Officer. Assuming you have the required qualifications, write an application letter for the post. (16 marks)
12. (a) Highlight **four** uses of visual aids when communicating. (8 marks)
- (b) Explain **five** interpersonal skills that a person should possess in order to handle customers effectively. (10 marks)
13. You are the secretary of the Marketing Committee at Themo Shipping Company. Recently, the committee held its monthly meeting and discussed the following agenda items;
- (i) tightening of security;
- (ii) opening of new routes;
- (iii) hiring of new sales staff.

Write the minutes. (16 marks)

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14. *Read the following passage and then answer the questions that follow.*

Environmentalists across East Africa are concerned about the rapid destruction of Important Bird Areas (IBAs) that are of immense value to the region. These areas are visited by tourists from all over the world who love watching birds in their natural habitat. In addition, scientists carry out research on the birds which are only found in the IBAs. However, conserving these areas is facing some challenges.

Kenya's Rift Valley has always mesmerized many people due to the scenic Lake Nakuru which has always been the home of the Lesser Flamingo. The flamingos carpet the shores of the lake in their vivid pink colour which is breathtaking. In the past, the water levels in the lake would subside marking the low season and then rise to mark the high season. Several years down the line, many things have changed. The well defined high and low seasons are **long gone**. The lake's water levels have been falling and the flamingo numbers have continued to decrease.

The human population around the lake has increased putting a strain on the land around the lake. More buildings have been erected and farms are now close to the lake. This has resulted in pollution of the lake with raw sewage and harsh chemicals that adversely affect the Lesser Flamingos.

Lake Natron in Tanzania is another threatened wetland IBA. Three quarters of the world's Lesser Flamingos live in East Africa and they depend on the lake as a **significant** breeding site. There are worries that plans by the Tanzanian government to construct a road - the Serengeti Highway - close to the lake could interfere with its ecosystem. The construction of the highway could also revive plans to build a soda ash plant at the lake which would affect the flamingos.

Lutembe Bay, a wetland on the shores of Lake Victoria, is one of the most affected IBAs in Uganda. The population of migratory birds has been decreasing over the past five years. This may be attributed to habitat changes such as cultivation, real estate development and agro-chemical pollution from the surrounding flower industries.

Human population encroachment, logging and deforestation remain major threats to forest IBAs. This has affected birds such as the Sokoke Owl which is only found in Arabuko-Sokoke forest in Malindi, Kenya, and in the East Usambara mountains of Tanzania. Human encroachment on the forest has led to unsustainable and often **illegal** cutting of trees for wood carvings and firewood. Since the trees are said to be the owl's preference for nests, this destruction may interfere with their breeding and lead to their eventual decline. The Arabuko-Sokoke forest is also under threat from titanium mining while gold mining is adversely affecting the East Usambara mountain in Tanzania. This affects the forests's biodiversity and the breeding areas of migratory birds.

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The Murchison Falls and Lake Mburo National Parks in Uganda often experience extensive fires. Birds threatened in these areas include the Yellow-throated Long Claw, the Nubian Woodpecker and the Brown Parrot. In Kenya, the Aberdare's Cisticola birds are affected by fires possibly started by illegal honey gatherers who often burn large swathes of the Aberdare Moorlands. In addition, fires started by pastoralists to control ticks in dry seasons destroy suitable habitats for Jackson's Widowbird.

A veterinary drug known as Declofenac endangers all vulture species in East Africa. Declofenac often appeals to ranchers or animal keepers as it is **inexpensive** in treating fever and reducing pain in livestock. When the livestock die, their carcasses are dumped in the open where vultures feed on them. The **worst crisis** was witnessed in 2004 on Kenya's Kapiti Plains where nearly 200 vultures died after feeding on carcasses of animals treated with Declofenac. Since vultures feed on carcasses, they clean the environment and protect human beings from health complications associated with carrion.

In order to minimize further destruction of IBAs, there is need to allocate more funds by the East African governments for the conservation of these areas. There should also be continuous research and monitoring of different bird species and their habitats in order to guide conservation and livelihood interventions. Besides, public education on these matters needs to be **intensified**.

There is hope that East Africans will learn to appreciate the environment more and conserve what is left of it for future generations.

*Adapted from: "The East African", July 16, 2012*

- (a) In about 130 words, and according to the passage, explain the challenges facing the Important Bird Areas (IBAs) in the East African region. (12 marks)
- (b) State the meaning of the following words and phrases as used in the passage.
- (i) long gone
  - (ii) significant
  - (iii) illegal
  - (iv) inexpensive
  - (v) worst crisis
  - (vi) intensified (6 marks)

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