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Candidate's Signature _____

Date _____

COMMUNICATION
November 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.
Do **NOT** remove any pages from 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	18	
	12	16	
	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. Outline **three** disadvantages of downward communication in an organization. (3 marks)

2. List **three** characteristics of informal communication. (3 marks)

3. State **three** messages that a speaker communicates by maintaining eye contact. (3 marks)

4. Outline **three** items that are always part of the agenda of a meeting. (3 marks)

5. State **three** circumstances when an organization may find it necessary to use video conferencing. (3 marks)

6. Outline **four** reasons why an employee may be required to attend a disciplinary interview. (4 marks)

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7. List **three** uses of reports in an organization.

(3 marks)

8. State **four** causes of poor communication in an organization.

(4 marks)

9. Outline **three** documents that a secretary should prepare before a meeting.

(3 marks)

10. Re-write the following sentences according to the instructions given after each. (3 marks)

(i) Did you send the e-mail the manager asked the secretary.
(Punctuate the sentence)

(ii) The clerk arranged all the files in the registry.
(Re-write the sentence in passive voice)

(iii) The manager locked the documents in the drawer to enhance their (safe).
(Re-write the word in brackets in the correct form)

SECTION B (68 marks)

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

11. (a) Explain **four** factors that may cause poor listening. (8 marks)

(b) Describe **five** elements of the communication process. (10 marks)

12. Central Distributors Limited is now selling a new type of soap. As the firm's Assistant Manager, write a circular letter to your customers informing them about it. (16 marks)

13. Imani Welfare Association recently held its monthly meeting and discussed the following items:

- Starting a poultry project
- Increasing monthly contributions
- A trip to Lamu

As the secretary, write the minutes. (16 marks)

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

The Youth Enterprise Development Fund has adopted new ways of distributing its funds. In the past, the fund was directly lending to youth through district committees. This has, however, changed as the fund is now lending money to pre-determined projects in collaboration with different industrial partners. This change was due to the recent revelations that the youth were unable **to run** businesses successfully. The fund managers have therefore opted for sector-specific and region-based project funding. The aim is to avoid the establishment of many similar projects which reduce the profits earned. The change will also assist the youth remain competitive by providing all the products and services required in a region.

The country has been divided into ten regions to enable the fund finance regional enterprises. The fund has also partnered with various organizations in order to assist the youth get into **viable** business projects. One of the organizations it has partnered with is a livestock firm in Narok County. Under this partnership, the fund will provide credit to youth who will buy livestock, fatten and sell them to the livestock firm for the export market. Already Kshs10 million has been released for the project.

The fund has also partnered with the Kenya Film Commission and the Kenya Broadcasting Corporation to provide a facility where young film makers can develop their plans into video products. The facility is located at the Multi Media University and national competitions will be run to pick groups with the best ideas. Each successful group will be loaned up to Ksh. 5 million to develop its ideas. Further, the fund has signed an agreement with Murang'a County. In the agreement, the county will provide land on which the fund will **set up** three sanitation blocks which will be operated by three youth groups.

The fund has, in addition, signed an agreement with the Nairobi County government. The agreement has resulted in setting up of car-wash sites, market stalls, public pay toilets, modern newspaper stands and integrated bus shelters. In an agreement with the Meru County government, the fund will build 480 market stalls which will employ 480 youth directly. The Youth Enterprise Fund has also partnered with Amiran Kenya to disburse Ksh. 150 million in pilot schemes under the Agri-vijana Loan. The facility will finance two youth groups per constituency to acquire two farmers' kits and a greenhouse kit each. The youth will also be trained on modern agriculture practices. This project is expected to create over 5,000 jobs and **improve** food security in the country.

The fund's change of operations is based on the poor results from a study carried out by the Centre for Development. The study, entitled "Are There Youth and Women in Kenya Ready for Business?", surveyed over 200 participants from the Youth Development Enterprise Fund. The study indicated that 61.3 per cent of women entrepreneurs and 48 per cent of the youth surveyed have less than 50 per cent **likelihood** of business success. The results further indicated that entrepreneurial readiness is still low in Kenya. On average, one in every three start-up businesses fail within the first six months.

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The change in operations was also necessitated by the fact that almost half of the beneficiaries were yet to start a business, one to three months after receiving the funding. The result is that part of the initial funding is **diverted** to other use creating financial difficulties in financing the start-up and the operations of the business. Therefore, there is serious need for financial agencies to offer broader training on skills as that will enable entrepreneurs to make the best use of the funds they receive to ensure successful businesses.

Adapted from: "Daily Nation", Tuesday 21st February 2012

- (a) State the meaning of each of the following words and phrases as used in the passage: (6 marks)
- (i) to run
 - (ii) viable
 - (iii) set up
 - (iv) improve
 - (v) likelihood
 - (vi) diverted
- (b) In about 120 words, and according to the passage, describe the projects which the Youth Development Enterprise Fund has partnered in with other organizations. (12 marks)
