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COMMUNICATION

November 2021

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 CO-OPERATIVE 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
CRAFT CERTIFICATE IN INVESTMENT MANAGEMENT
CRAFT CERTIFICATE IN MARITIME TRANSPORT LOGISTICS
CRAFT CERTIFICATE IN HUMAN RESOURCE MANAGEMENT

MODULE I

COMMUNICATION

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of FOURTEEN (14) 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 (32 marks)

Answer ALL the questions in this section.

1. Give **three** reasons why managers communicate with employees. (3 marks)
2. List **four** factors that may be considered when selecting a channel of communication. (4 marks)
3. List **three** types of information that an organization may communicate to its customers. (3 marks)
4. Give **three** advantages of using audio visual communication. (3 marks)
5. Give **three** reasons why mobile communication channels are popular. (3 marks)
6. List **three** benefits that an individual may get from adhering to official etiquette. (3 marks)
7. List **three** referencing styles that may be used in report writing. (3 marks)
8. Give the meaning of the following terms as used in meetings:
 - (i) annual general meeting;
 - (ii) opposer;
 - (iii) status quo;
 - (iv) teller.(4 marks)
9. State **three** ways in which the chairperson of a job interview panel may prepare for the interview. (3 marks)
10. List **three** characteristics of an ethical communicator. (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Tazo College located in Lango County intends to start offering various courses to Form Four leavers in three months' time. Write an advertisement to be put in the media giving this information. (6 marks)

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- (b) Explain **five** benefits of using informal communication in an organization. (10 marks)
12. The Business Club Committee of Tazamu College held its monthly meeting last week. Among the items discussed were:
- (i) Review of the club's performance over the last six months;
 - (ii) Reviewing subscription fees paid by members;
 - (iii) Preparations to attend the Nairobi show.
- Write the minutes. (16 marks)
13. (a) Outline **five** reasons why reports are written in organizations. (10 marks)
- (b) Explain **four** ways in which an interviewee should conduct himself during the interview in order to enhance chances of success. (8 marks)
14. *Read the passage below and then answer the questions that follow.*

Real estate is probably the largest investment in the portfolio of every family. In many parts of the world, this is reinforced by the fact that houses appreciate up to 50 times over a period of 20 years. Land appreciates in value simply because it is limited in supply. Hence, as the population increases, so does the demand for land, which drives its price up over time. Appreciation in a property's value can be caused by several factors that an investor should be aware of.

The availability of amenities is what makes an area attractive and desirable to potential property buyers. People buying homes for their own use will be drawn by the development of new infrastructure such as hospitals, schools, shopping malls, airports and increased public transport facilities in a particular area. The value of property in these areas keeps on increasing if there are visible developments. This is also why serviced plots that have access to water, electricity and other amenities are priced higher than regular plots. Their availability **impacts on** the livability of the area.

Once a location becomes popular with residents, it becomes a favorite place for several social activities. Hobby classes and restaurants start operating in the area to serve the lifestyles of many people. Hence, the properties in these residential areas start trading at a premium. The more developed a location becomes, the more people want to live in it and the more prices continue to rise.

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With population increase and the growth of urban areas, land that had previously been marked for agricultural purposes is being transformed to commercial and residential use. When utility of land changes from agricultural to commercial or residential use, its value increases. This is because agricultural land is generally of lower value.

Interest rates and general inflation fluctuations have a major impact on the real estate markets. These fluctuations greatly influence a person's ability to purchase a residential property. Low interest rates on mortgage loans translate to an excess of money in supply which can fuel the demand for home ownership as loans become cheaper. Being a free market driven by the forces of demand and supply, the high demand will result in rising property prices. **Additionally**, the strength of the overall economy significantly impacts the real estate market. This is because a consumer's ability to purchase a house largely depends on key factors like gross domestic product (GDP) and income growth. Where these factors are positive, the price of houses goes up.

Still on the demand and supply factor, people will want to live in places near their areas of work. In urban areas, residential areas that are located near places of work have a high demand among the working class which in turn drives up the prices for rental units. Proximity to the workplace coupled with availability of basic amenities in areas where the cost of living is low are very attractive to the middle and lower class.

In real estate, the physical structure incurs maintenance costs while depreciating in value over time. To cater for this, investors should consider how land appreciation can offset the depreciation of a home. A developer can actively deploy some interventions to increase the value of the property. These may include modifications like adding an extra room or modernizing the structure to current market standards and thus **fetch** more returns.

Understanding the **key** factors that drive the real estate market is essential. This enables a potential investor to do a comprehensive evaluation before making the decision to purchase. This ensures that the decision made after the evaluation can stand the test of time. This way, the investor enjoys the fruits of his investment for a lifetime.

Adapted from: Business Daily, February 17, 2020.

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- (a) State the meaning of the following words and phrases as used in the passage:
- (i) be aware of;
 - (ii) impacts on;
 - (iii) rise;
 - (iv) additionally;
 - (v) fetch;
 - (vi) key. (6 marks)
- (b) In about 120 words and according to the passage, write a summary on the factors that cause appreciation of property value. (9 marks)
- (c) Highlight **three** reasons why understanding the key factors that drive the real estate market is essential to a potential investor. (3 marks)

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