

1902/105 1903/105 1906/105 1907/105 1908/105
1909/105 1913/105 1916/105 1918/105 1919/105
1920/105 1922/105 1923/105 1924/105 1925/105
1926/105

COMMUNICATION

July 2023

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 has 14 (FOURTEEN) 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 has 4 printed pages.

Candidates should check the question paper to make sure 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. List **three** features of an effective message. (3 marks)
2. Outline **three** factors that make radio a popular channel for advertising goods. (3 marks)
3. State **four** types of negative feedback that an audience may give during an oral presentation. (4 marks)
4. Give **three** reasons why informal methods of communication are used in organizations. (3 marks)
5. List **three** reasons why visual aids are used in communication. (3 marks)
6. Give **three** mistakes in conversation etiquette that a person should avoid. (3 marks)
7. State **three** objectives of writing a press release. (3 marks)
8. List **three** methods that may be used to collect information for report writing. (3 marks)
9. Give **four** items that may be contained in the agenda of the annual general meeting of a co-operative society. (4 marks)
10. Give **three** factors to consider when preparing a room for an interview. (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Explain **five** challenges faced when carrying out public relations activities in organizations. (10 marks)
- (b) Explain **four** reasons that would make a supervisor prefer to talk to an employee who has made a mistake rather than write a letter to him. (8 marks)
12. In about 250 words, write an essay on "The benefits of improved road networks to the Kenyan economy". (16 marks)

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1907/105 1908/105 1909/105
1913/105 1916/105 1918/105
1919/105 1920/105 1922/105
1923/105 1924/105 1925/105
1926/105

July 2023

itself. Member education, a key principle of the cooperative sector, is a critical pillar because it provides an opportunity for Saccos to educate members on their rights and responsibilities. Saccos should ensure that members understand what exactly they are signing up for when they decide to join the Sacco.

Members are expected to provide the first level of oversight to ensure that their interests are protected. However, this is a challenge due to the unique structure of Saccos. In this structure, the member is an owner, a depositor and a borrower. The Sacco board and management should effectively engage the members to maintain and **enhance** a democratic balance which is a key requirement for cooperative enterprises. This way, members can provide the primary oversight expected of them as owners.

The next level for member protection is at the regulator level. SASRA enhances the governance of the Sacco and ensures sound business decisions that protect the members' interests. Besides efficient regulation, a safety net mechanism for the Sacco industry is critical. This will be achieved by operationalizing the Deposit Guarantee Fund with the legal mandate to dissolve failed Saccos and compensate depositors.

Adapted from: The Standard, 21 October 2021

- a) State the meaning of the following words and phrases as used in the passage:
- (i) critical component;
 - (ii) sustainability;
 - (iii) prudent;
 - (iv) day-to-day;
 - (v) enhance. (5 marks)
- b) In about 130 words and according to the passage, write a summary on what can be done to minimize risks in saccos and ensure their competitiveness. (10 marks)
- c) Highlight, according to the passage, **three** roles played by Saccos in Kenya. (3 marks)

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1902/105 1903/105 1906/105
1907/105 1908/105 1909/105
1913/105 1916/105 1918/105
1919/105 1920/105 1922/105
1923/105 1924/105 1925/105
1926/105

July 2023