

1501/201 1601/201 1521/201

1503/201 1602/201 1704/201

COMMUNICATION SKILLS

MODULE II

June/July 2016

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**CRAFT CERTIFICATE IN MECHANICAL ENGINEERING
(PRODUCTION OPTION)**

CRAFT CERTIFICATE IN AUTOMOTIVE ENGINEERING

**CRAFT CERTIFICATE IN ELECTRICAL AND ELECTRONICS
ENGINEERING**

(POWER OPTION) AND (TELECOMMUNICATIONS OPTION)

CRAFT CERTIFICATE IN BUILDING TECHNOLOGY

MODULE II

COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

You should a scientific calculator for this examination.

This paper consists of TWO sections: A and B.

Answer ALL questions in section A and any FOUR questions from section B in the answer booklet provided.

Maximum marks for each part of a question are indicated.

Candidates should answer the questions in English.

This paper consists of 3 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: (20 marks)

Answer ALL questions from this section.

1. State **two** objectives that may be achieved through upward communication in an organization. (2 marks)
2. Highlight **two** reasons that make it necessary to adopt a personal approach in a business letter. (2 marks)
3. Identify **four** written methods of communication that the management of an organization may use to communicate externally. (2 marks)
4. Outline **two** essentials of a valid meeting. (2 marks)
5. Identify **four** factors that may influence the choice of communication medium adopted in an organization. *language barrier* (2 marks)
6. State **two** characteristics of diplomatic communication. (2 marks)
7. Outline **two** circumstances under which an interview may be conducted in an organization. (2 marks)
8. Identify **four** methods that may be used to collect data for a business report. *interview* (2 marks)
9. State **two** qualities of a good summary. (2 marks)
10. Explain the meaning of Public Relations. (2 marks)

SECTION B: (80 marks)

Answer any **FOUR** questions from this section.

11. (a) Outline **four** features of grapevine communication. (4 marks)
- (b) State **four** types of information that should be included in a notice of a meeting. (4 marks)
- (c) Write an essay of about 250 words on the topic "The effects of HIV and AIDs on business organizations." (12 marks)
12. (a) Outline **four** objectives that a Public Relations officer may seek to achieve in an organization. (4 marks)
- (b) State **six** circumstances under which the management of an organization may prefer to use oral communication. *to cure or those who don't see, in case of what he is communicating there are no records people* (6 marks)

- (c) Explain **five** measures that the management of an organization may take to improve customer service. (10 marks)
13. (a) Outline **five** non-verbal ways through which an interviewee may make a positive first impression during an interview. (5 marks)
- (b) State **five** guidelines that should be followed in order to prepare effective power point slides. (5 marks)
- (c) Explain **five** benefits that an organization may derive from effective communication. (10 marks)
14. (a) Explain **three** reasons that make correct grammar an important aspect in business communication. (6 marks)
- (b) The management of Uwazi manufactures limited is concerned about an increase in breakdown of machinery in the workshops. As the workshop supervisor, you have been requested to investigate the matter and write a report. Assuming you have completed the investigations, write the report. (14 marks)
15. (a) Distinguish between intrapersonal and interpersonal communication. (4 marks)
- (b) Explain **three** disadvantages of non-verbal communication. (6 marks)
- (c) Explain **five** reasons that make e-mail a popular means of business communication. (10 marks)
- Fast*
- Not expensive
- One can send out some information.
16. (a) State **four** psychological factors that may hinder effective communication in an organization. (4 marks)
- (b) Explain **four** indicators of etiquette when making a business phone call. (8 marks)
- (c) Explain **four** uses of an agenda of a meeting. (8 marks)

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