

1501/201 1521/201 1704/201
1503/201 1522/201
1508/201 1601/201
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COMMUNICATION SKILLS

June /July 2023

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**CRAFT CERTIFICATE IN MECHANICAL ENGINEERING
(PRODUCTION AND AUTOMOTIVE OPTIONS)**

**CRAFT CERTIFICATE IN ELECTRICAL AND ELECTRONICS ENGINEERING
(POWER AND TELECOMMUNICATION OPTIONS)**

CRAFT CERTIFICATE IN WELDING AND FABRICATION

CRAFT CERTIFICATE IN CONSTRUCTION PLANT ENGINEERING

CRAFT CERTIFICATE IN BUILDING TECHNOLOGY

MODULE II

COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of 16 questions in TWO sections; A and B.

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

Maximum marks for each part of a question are as 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** the questions in this section.

1. Outline **two** qualities of a good report writer. (2 marks)
2. State **four** ways in which a sender may block feedback from the audience. (2 marks)
3. List **two** parts of a letter that are not found in a memorandum. (2 marks)
4. State **four** ways that may portray diplomacy when communicating. (2 marks)
5. Outline **two** challenges arising from the use of mobile phones in communication. (2 marks)
6. State **four** benefits of using visual aids when making a presentation. (2 marks)
7. Define the term 'encoding' as used in the communication process. (2 marks)
8. State **two** barriers to effective written communication. (2 marks)
9. List **four** methods of horizontal communication. (2 marks)
10. Outline **four** aspects of personal grooming that one should consider when preparing for a job interview. (2 marks)

SECTION B (80 marks)

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

11. (a) Explain **four** reasons for establishing a public relations department in an organization. (8 marks)
- (b) Explain **four** types of interviews that may be conducted in an organization. (8 marks)
- (c) Outline **four** disadvantages of using a questionnaire as a data collection tool. (4 marks)

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12. (a) The management of Mwangaza Supermarkets is in the process of opening new branches countrywide. They intend to transfer some of the employees to these new branches. As the administrative assistant, write a memorandum to all the employees informing them about the intended transfers. (8 marks)
- (b) (i) Explain **four** roles of committee members in meeting.
- (ii) Outline **four** reasons of holding meetings in an organization. (12 marks)
13. (a) Outline **four** characteristics of an effective advertisement. (4 marks)
- (b) You are the assistant manager of Kali Works Limited. The management has noticed that the profits of the company have been declining drastically for the past one year. The management has requested you to investigate the matter. Assume that you have completed your investigations, write the report. (16 marks)
14. (a) Uzuri Company Limited has advertised in the 'Daily Shine' Newspaper for the position of Assistant Factory Manager. Write a letter applying for the position. (16 marks)
- (b) Outline **four** factors that may hinder upward communication in an organization. (4 marks)
15. (a) Outline **four** advantages of using electronic mail (e-mail) in business communication. (4 marks)
- (b) Explain **four** instances when it would not be appropriate to use written communication in an organization. (8 marks)
- (c) Explain the meaning of each of the following terms used in meetings:
- (i) agenda;
- (ii) quorum;
- (iii) convenor;
- (iv) delegate. (8 marks)
16. (a) Explain **four** functions of business letters in an organization. (8 marks)
- (b) Outline **four** advantages of using oral communication in an organization. (4 marks)
- (c) Explain **four** interpersonal skills that a person should possess to handle customers effectively. (8 marks)

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