

1507/212A

1801/201 1901/201

1802/201 1907/201

COMMUNICATION SKILLS

June/July 2016

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**CRAFT CERTIFICATE IN FASHION DESIGN AND GARMENT MAKING TECHNOLOGY
CRAFT CERTIFICATE IN BAKING TECHNOLOGY
CRAFT CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION AND SERVICE
CRAFT CERTIFICATE IN PETROLEUM GEOSCIENCE
MODULE II**

COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

*You should have the following for this examination paper:
An answer booklet.*

This paper consists of TWO sections; A and B.

Answer ALL questions in Section A and any THREE questions from Section B in the answer booklet.

Marks for each part of a question are indicated.

Do NOT remove any page/s from the answer booklet.

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: (55 marks)

Answer ALL questions in this section in the answer booklet provided.

1. State **four** factors that may influence the receiver's comprehension of message during the process of communication. (4 marks)
2. Outline **four** reasons that make effective listening an important skill for employees of an organization. (4 marks)
3. Explain the meaning of each of the following terminologies as used in meetings:
 - (a) apologies; (2 marks)
 - (b) unanimous. (2 marks)
4. Explain **two** characteristics of a standing committee. (4 marks)
5. Explain the contents of each of the following sections of a formal report:
 - (a) procedures; (2 marks)
 - (b) recommendations. (2 marks)
6. Explain **two** limitations that may be associated with upward communication in an organisation. (4 marks)
7. State **three** characteristics of grapevine communication. (3 marks)
8. Explain **two** reasons that make it necessary to maintain eye contact during a face to face conversation. (4 marks)
9. Outline **three** benefits that an organization may derive from effective internal communication. (3 marks)
10. State **three** guidelines that the manager of an organization may follow when conducting a disciplinary interview. (3 marks)
11. Each of the following sentences contains **two** errors. Rewrite them correcting the errors:
 - (a) I do not have anytime to consider this matter today.
 - (b) It is important to advise all stuff in the college on the new policy.
 - (c) The accommodation is popular this year because each student have a single room. (3 marks)
12. Outline **five** purposes served by feedback in the process of communication. (5 marks)
13. State **four** limitations of asking open ended questions during a recruitment interview. (4 marks)

14. State **three** reasons that make effective communication an important aspect in an organization. (3 marks)
15. Highlight **three** reasons that make it necessary to encourage horizontal communication in an organization. (3 marks)

SECTION B (45 marks)

*Answer any **THREE** the questions from this section in the answer booklet provided.*

16. ✓ (a) As the communication assistant in the organization you work for, highlight **five** circumstances under which you prefer to use oral communication. (5 marks)
- (b) Organizations are increasingly making use of social media for business communication. Explain **three** benefits that an organization may derive from this use. (6 marks)
- (c) State **four** mistakes that may be made at the preparation stage of a meeting. (4 marks)
17. ✓ (a) Outline **three** disadvantages of formal communication. (3 marks)
- (b) Write an essay of about 250 words on the topic, "The benefits that an organization may derive from quality customer service". (12 marks)
18. (a) Explain **five** non-verbal indicators of ineffective listening. (10 marks)
- (b) Outline **five** guidelines that may be followed to ensure appropriate dress and grooming when attending a job interview. (5 marks)
19. ✓ (a) As a meeting progresses, the chairperson keeps summarising each decision made. State **three** reasons that may account for these summaries. (3 marks)
- (b) Outline **six** reasons that make filing an important aspect in an organization. (6 marks)
- (c) State **six** consequences of poor public relations. (6 marks)
20. (a) Highlight **three** characteristics of effective public relations material. (3 marks)
- (b) The management of Pepco Bakers and Foods Limited has noted that majority of the Bakery employees do not adhere to Bakery safety regulations. As the Bakery supervisor, you have been asked to investigate the matter. Assuming you have completed the investigations, write the report. (12 marks)

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