

1507/212A  
1801/201      1901/201  
1802/201      1907/201  
COMMUNICATION SKILLS  
Oct./Nov. 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

*This paper consists of TWENTY (20) questions in TWO sections; A and B.  
Answer ALL questions in Section A. Answer questions 16 and 17 and any other ONE question in  
the answer booklet provided.  
Marks for each part of a question are indicated.  
Candidates should answer the questions in English.*

**This paper consists of 4 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.

1. Explain **two** circumstances under which the management of an organization may issue written orders. *while passing a certain info. msg. in while making requisitions* (4 marks) ~
2. Highlight **three** indicators of consensus on an issue during a meeting. *slow* (3 marks) ~
3. Outline **four** characteristics of a good filing system. *balance of interests* (4 marks) ~
4. State **three** disadvantages of asking open-ended questions during an interview. (3 marks) ~
5. Highlight **five** benefits that an organization may derive from effective external communication. *motivation of employees, Relationship, Co-operation, generation of new ideas.* (5 marks) ~
6. Explain **two** circumstances under which electronic channels of communication may be appropriate. *while video conferencing while sending an email* (4 marks) ~
7. For each of the following sentences, fill in the blank spaces with the correct preposition:
  - (i) The debit total should be identical \_\_\_\_\_ to \_\_\_\_\_ the credit total.
  - (ii) Why were you so angry \_\_\_\_\_ over \_\_\_\_\_ me this morning?
  - (iii) \_\_\_\_\_ Jackson, two other visitors will be coming.
  - (iv) They have been living here \_\_\_\_\_ Since \_\_\_\_\_ 1985.
  - (v) \_\_\_\_\_ Bar \_\_\_\_\_ the two, Hendrik is more reliable.
  - (vi) The cake was shared \_\_\_\_\_ among \_\_\_\_\_ the two young men. (3 marks)
8. Explain **two** conditions that should be met for a meeting to be considered "properly convened." (4 marks) ~
9. State **three** guidelines that an interviewee should follow during a skype interview. *should be well prepared, avoid behaviour/mannerism that could offend interviewer, Tactful in answering questions, listens to questions asked carefully before answering.* (3 marks) ~
10. Explain **two** problems that may arise in an organization where the management discourages horizontal communication. (4 marks) ~
11. Identify **six** oral methods that may be used for external communication in a firm. (3 marks) ~

*Specifics  
 to look  
 for  
 Accuracy  
 Appropriately  
 concisely*

*Non-ver*

*Telephone meeting  
 Video  
 Radio  
 Public relations  
 Human relations  
 Telephone calls*

*Conflict  
 duplication*



12. The Managing Director of Kitini Foods and Bakers is away in a foreign country. State **three** reasons that may make the administrative secretary choose to consistently update him through email. (3 marks)
- It is fast  
- There is immediate feedback  
- Saves time*
13. Outline **four** benefits that an organization may derive from using an electronic filing system. (4 marks)
- Security of  
- Space is large  
- Future ref.*
14. Explain **two** strategies that a manager may adopt while using the grapevine for the benefit of the organization. (4 marks)
15. With reference to **four** examples, explain the meaning of the phrase 'body language'. (4 marks)
- Facial expression  
- Shoulder movement  
- Nose  
- Fingers  
- Legs tapping*

**SECTION B: (45 marks)**

Answer questions 16 and 17 and any other **ONE** question from this section.

16. (a) State **three** advantages of an oral report. (3 marks)
- Good of communicating to large groups of people  
- Immediate response  
- Allows decision making*
- (b) The management of Edeny Foods and Bakery Limited is concerned about an increase in staff turnover over the last one year. As the communications assistant, you have been requested to investigate the matter and write a report. Assuming you have completed the investigations, write the report. (12 marks)
- Introduction  
Reference  
Findings  
Acknowledgement*
17. (a) Outline **three** ways in which language may bar effective communication. (3 marks)
- (b) In relation to effective communication, distinguish between 'courtesy' and 'consideration'. (4 marks)
- (c) Explain **four** reasons that make it necessary for the management of an organization to listen to its employees. (8 marks)
- Suggestion making  
- decision making  
- suggestion box  
- suggestion book*
18. (a) The Board members of Zawadi Foods and Bakers Limited will be holding their quarterly meeting in a month's time. As the secretary to the Board, draft the notice and the agenda for the meeting. (7 marks)
- (b) Explain **four** features of a good essay. (8 marks)
- Should be brief*



19. (a) Outline **four** characteristics of a good public speaker. *clear & loud, brief, contagious, have integrity, presentable.* (4 marks)
- (b) State **five** ways through which the management may discourage upward communication in an organization. *employer to employees not* (5 marks)
- (c) Highlight **six** duties of a chairperson during a meeting. *conducts voting, resolves conflicts between members, opens meetings.* (6 marks)
20. (a) Explain **five** strategies that an interviewer may adopt in order to be effective during an interview. *gather necessary information ahead of time, friendly to ease tension, introduce herself, explain abt organization.* (10 marks)
- (b) Highlight **five** mistakes that the management of an organization may make when communicating with its publics. *Employees, Suppliers, Stake holders, Banks.* (5 marks)

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