

1507/212A 1903/201  
1801/201 1904/201  
1802/201 1905/201  
1804/201 1907/201  
1901/201 1908/201

**COMMUNICATION SKILLS**

**June/July 2020**

**Time: 3 hours**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**CRAFT CERTIFICATE IN BAKING TECHNOLOGY**

**CRAFT CERTIFICATE IN FASHION DESIGN AND GARMENT MAKING TECHNOLOGY**

**CRAFT CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION SALE AND SERVICE**

**CRAFT CERTIFICATE IN CHILD CARE AND PROTECTION**

**CRAFT CERTIFICATE IN PETROLEUM GEOSCIENCE**

**CRAFT CERTIFICATE IN FOOD PROCESSING AND PRESERVATION TECHNOLOGY**

**CRAFT CERTIFICATE IN SCIENCE LABORATORY TECHNOLOGY**

**CRAFT CERTIFICATE IN NUTRITION AND DIETETICS**

**CRAFT CERTIFICATE IN BAKING TECHNOLOGY**

**CRAFT CERTIFICATE IN FISHERIES SCIENCE AND TECHNOLOGY**

**MODULE II**

**COMMUNICATION SKILLS**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*You should have an answer booklet for this examination.*

*This paper consists of TWO sections; A and B.*

*Answer ALL the questions in Section A. In section B, answer question 16 and other TWO questions.*

*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** the questions in this section.

1. Most managers emphasize on effective internal communication. State **four** reasons that informs such emphasis. (4 marks)
2. Explain the role of each of the following elements in the process of communication:
  - (a) channel; (2 marks)
  - (b) messages. (2 marks)
3. Outline **three** circumstances under which a listener may hinder effective communication during a conversation. (3 marks)
4. Highlight **four** ways in which a manager may encourage grapevine communication among employees of an organization. (4 marks)
5. Explain each of the following types of non-verbal communication:
  - (a) physical appearance; (2 marks)
  - (b) proximity. (2 marks)
6. Outline **two** differences between *oral* communication and *written* communication. (4 marks)
7. State **four** strategies that the management of an organisation may adopt to enhance the effectiveness of upward communication. (4 marks)
8. Outline **four** factors that may determine the choice of individuals to attend a meeting. (4 marks)
9. Highlight **three** qualities of a good essay. (3 marks)
10. List **four** techniques that may be used to convey public relations information. (4 marks)
11. State **three** situations when interviews may be conducted in an organisation. (3 marks)
12. Outline **four** challenges that an organisation may face when using electronic filing system. (4 marks)
13. Highlight **three** effects of poor public relations to an organisation. (3 marks)
14. State **four** reasons that make WhatsApp messaging inappropriate as a means of business communication. (4 marks)
15. Identify **three** features of a good business report. (3 marks)

1507/212A	1804/201	1904/201	1908/201
1801/201	1901/201	1905/201	
1802/201	1903/201	1907/201	2

June/July 2020

**SECTION B (45 marks)**

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

16. (a) Distinguish between a *board* meeting and a *management* meeting. (4 mark)
- (b) Explain **four** purposes that an investigation report may serve in a business enterprise. (8 mark)
- (c) State **three** non-verbal indicators of ineffective listening during a face to face conversation. (3 mark)
17. (a) Explain the function of the following techniques used in oral presentations:
- (i) pause;
  - (ii) pitch;
  - (iii) pace.
- (6 marks)
- (b) Explain **three** requirements that a notice of a meeting should meet to be valid. (6 marks)
- (c) State the purpose of each of the following sections of a formal report:
- (i) appendices;
  - (ii) glossary;
  - (iii) list of references.
- (3 marks)
18. (a) Explain each of the following types of formal reports:
- (i) statutory report;
  - (ii) inventory report.
- (4 marks)
- (b) Rewrite the following passage inserting the correct preposition in each of the blank spaces.
- Reinhard made sports history \_\_\_\_\_ winning twenty medals eighteen \_\_\_\_\_ them gold medals \_\_\_\_\_ the 2008 olympics in London. \_\_\_\_\_ 2016, Reinhard was chosen \_\_\_\_\_ be the flagbearer for the US olympic team in Germany. He went \_\_\_\_\_ to win five more gold and one silver medal. Previously, Reinhard had held the most olympic individual \_\_\_\_\_ all time. (7 marks)
- (c) Outline **four** disadvantages of meetings as a means of communication. (4 marks)

1507/212A	1804/201	1904/201	1908/201
1801/201	1901/201	1905/201	
1802/201	1903/201	1907/201	3

19. (a) Figure 1 shows the patterns of formal communication in an organisation.

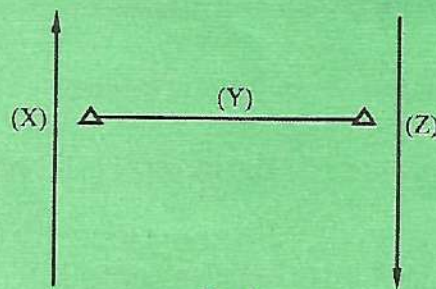


Fig. 1

- (i) Identify the patterns represented by the arrows labelled X, Y and Z.  
(ii) State two advantages of the pattern labelled Y.

(5 marks)

- (b) Rewrite each of the following sentences correctly.

- (i) If the world ended tomorrow, I am very sad.  
(ii) The students were not interested in the lesson because it was bored.  
(iii) I haven't ever been to Canada.  
(iv) I have lived in Korea since ten months.  
(v) Winning is not near as important as playing well.  
(vi) He did not run quick enough to qualify for the race.

(6 marks)

- (c) Outline two differences between hearing and listening in relation to communication.

(4 marks)

20. (a) Explain the objective that an interviewer may seek to achieve through asking each of the following types of questions during a selective interview:

- (i) opinion question;  
(ii) case question.

(4 marks)

- (b) State five factors that should be considered when preparing visual aids for a presentation.

(5 marks)

- (c) Explain three consequences of poor filing of documents to an organization.

(6 marks)

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1507/212A	1804/201	1904/201	1908/201
1801/201	1901/201	1905/201	
1802/201	1903/201	1907/201	4