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**COMMUNICATION SKILLS**

Oct./Nov. 2021

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 the following for this examination:*

*Answer booklet;*

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

*Answer ALL the questions in section A. Answer Question 16 any other TWO questions from section B 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 the questions in this section.*

1. Certain factors influence a person's choice of medium of communication. Outline four such factors. *cost Durability distant coverage* (4 marks)
2. Explain the function of each of the following features of a good essay:
  - (a) completeness; (2 marks)
  - (b) coherence. (2 marks)
3. Outline three advantages of a written report. (3 marks)
4. Distinguish between the agenda and the minutes of a meeting. (4 marks)
5. State three indicators of ineffective communication in an organization. (3 marks)
6. Outline three functions of visual aids in a business presentation. *poor planning show work performance* (3 marks)
7. Explain two ways in which the management of an organization may promote the spread of grapevine communication. (4 marks)
8. State three factors that may hinder the effectiveness of a job interview. (3 marks)
9. Outline three techniques that should be adopted to enhance effective listening during a conversation. *Body movement Facial expression Tone of variation* (3 marks)
10. Outline four benefits of upward communication to an employee. *Create mutual understanding Promote unity promote teamwork* (4 marks)
11. Explain the role of the following sections in an investigative report:
  - (a) procedures; *step by step information* (2 marks)
  - (b) recommendations. (2 marks)
12. List four bases on which documents may be classified in a organization. (4 marks)
13. The management of Poppers Restaurant regularly calls for staff meetings. Outline four reasons that may account for such a practice. (4 marks)

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14. State four traits that a successful public relations officer should possess. (4 marks)  
*Have mutual understanding speak language good listener*
15. Match each of the following non-verbal cues with their correct interpretations:

	Non-verbal cues	Correct interpretations
(a)	Speaking with back turned	b boredom
(b)	Shifting positions frequently	c disinterest
(c)	Biting nails	d attentiveness
(d)	Nodding the head	a nervousness

(4 marks)

### SECTION B (45 marks)

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

16. (a) Explain four circumstances under which a meeting may fail to achieve its objectives. (8 marks)  
*When meeting is postponed  
 When no member did not attend meeting*
- (b) Outline four types of information that should be contained in the terms of reference of an investigative report. (4 marks)  
*Name Contact signature Date*
- (c) State three ways in which a manager may demonstrate courtesy when writing a business letter. (3 marks)  
*Should have title*
17. (a) Outline three advantages of the subject method of document classification. (3 marks)
- (b) Explain three benefits of an on-line job interview to an interviewee. (6 marks)
- (c) Explain three indicators of poor public relations in an organization. (6 marks)

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18. (a) Explain **three** strategies that the management of an organization may adopt to enhance the effectiveness of downward communication. *Creating and developing understanding including and open discussion* *Creating a supportive environment* (6 marks)
- (b) Outline **three** differences between oral communication and written communication. *By word or mouth* *is watery* *Distortion or message* *cannot distorted* (6 marks)
- (c) State **three** characteristics of formal communication. *They are written document* *they are cheap* *have signature* (3 marks)
19. (a) The following are the steps involved in the process of communication:
- Message encoding;
  - Message decoding
  - Supply of feedback
  - Choice of medium of communication
  - Message conception
  - Transmission of message.
- Arrange the steps in the correct order. (3 marks)
- (b) Write an essay of about 250 words on the topic, "Measures that the government may take to minimize corruption in Kenya." (12 marks)
20. (a) Explain **three** shortcomings of the cellphone as a means of business communication. (6 marks)
- (b) The chairperson of a meeting is required to summarise decisions as the meeting progresses. Explain **three** reasons that may account for this requirement. *To bring out one decision.* *To enable majority member decision come out clearly* (6 marks)
- (c) Outline **three** circumstances under which communication breakdown may be attributed to feedback. (3 marks)

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