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COMMUNICATION SKILLS

Oct./Nov. 2022

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

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 SOCIAL WORK AND COMMUNITY DEVELOPMENT
CRAFT CERTIFICATE IN SUSTAINABLE AND ECOLOGICAL AGRICULTURE
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 any 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. Explain each of the following steps in the process of communication:
 - (a) conception of message. (2 marks)
 - (b) message decoding. (2 marks)
2. State **three** ways in which effective communication may enhance the controlling function of management in an organization. (3 marks)
3. State **three** factors that may hinder effective listening during a face-to-face conversation. (3 marks)
4. Outline **four** features of formal communication. (4 marks)
5. State **four** demerits of visual communication. (4 marks)
6. Some employees at Verel Limited are reluctant to communicate to the management. State **four** measures that the management may take to reverse this situation. (4 marks)
7. State **four** limitations of meetings as a means of communication. (4 marks)
8. Outline **three** qualities of a good essay. (3 marks)
9. List **three** methods that may be used to collect information for an investigative report. (3 marks)
10. State **four** functions of reports in a business enterprise. (4 marks)
11. The manager at Tawi Enterprises is preparing questions that will be asked during a forthcoming job interview. Highlight **four** areas that such questions should cover. (4 marks)
12. State **three** demerits of the alphabetical method of filing documents. (3 marks)
13. List **four** external publics of a business enterprise. (4 marks)
14. Explain **four** merits of the chronological system of filing documents. (4 marks)
15. Outline **four** positive effects of using mobile phones for business communication. (4 marks)

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SECTION B (45 marks)

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

16. (a) Explain **two** ways in which a person may demonstrate clarity when writing. (4 marks)
- (b) The Production Manager at Senea Limited has noticed that important workshop tools are missing. He has asked you, the Communications Assistant, to investigate the matter and write a report. Assume you have completed the investigations and write the report. (11 marks)
17. (a) Outline **four** ways in which an interviewee may exhibit poor grooming during a job interview. (4 marks)
- (b) Company X is in the process of establishing a filing system. Explain **three** requirements that such a system should meet to be effective. (6 marks)
- (c) The health committee at Wemba Limited intends to hold its quarterly meeting in a few weeks. As the secretary to the committee, write the notice of the meeting. (5 marks)
18. (a) Explain the circumstance under which each of the following factors may hinder effective communication:
- (i) attitude; (4 marks)
- (ii) status consciousness. (5 marks)
- (b) State **five** advantages of face-to-face communication. (5 marks)
- (c) Explain **three** reasons that may account for poor horizontal communication in an organization. (6 marks)

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19. (a) Explain **four** functions of the agenda in relation to a formal meeting. (8 marks)
- (b) Rewrite each of the following sentences punctuating each of them correctly.
- (i) The results on the whole are quite encouraging.
- (ii) no smoking in this area said the ticket Inspector to the traveller. I m not smoking said the traveller.
- (iii) The meeting was also attended by mr. D. M. Newsman the Executive director. (7 marks)
20. (a) Explain **three** limitations of grapevine communication. (6 marks)
- (b) Explain **three** circumstances under which a receiver may fail to decode the message correctly. (6 marks)
- (c) State **three** essentials of effective downward communication in an organization. (3 marks)

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