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COMMUNICATION SKILLS

July 2023

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SUPPLY CHAIN MANAGEMENT  
DIPLOMA IN BUSINESS MANAGEMENT  
DIPLOMA IN COOPERATIVE MANAGEMENT  
DIPLOMA IN ROAD TRANSPORT MANAGEMENT  
DIPLOMA IN INFORMATION SCIENCE  
DIPLOMA IN ENTREPRENEURSHIP  
DIPLOMA IN PROJECT MANAGEMENT  
DIPLOMA IN INVESTMENT MANAGEMENT  
DIPLOMA IN MARITIME TRANSPORT MANAGEMENT  
DIPLOMA IN HUMAN RESOURCE MANAGEMENT  
DIPLOMA IN DISASTER MANAGEMENT  
MODULE I

COMMUNICATION SKILLS

3 hours

#### INSTRUCTIONS TO CANDIDATES

*This paper consists of 14 (FOURTEEN) questions in TWO sections; A and B.  
Answer ALL the questions in both sections in the answer booklet provided.  
Candidates should answer the questions in English.*

**This paper consists of 5 printed pages.**

**Candidates should check the question paper to ascertain that  
all the pages are printed as indicated and that no questions are missing.**

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Turn over

**SECTION A (32 marks)**

*Answer ALL the questions in this section.*

1. Outline **three** measures that the management of an organization may put in place to control grapevine communication. (3 marks)
2. State **four** roles of committee members in a meeting. (4 marks)
3. List **three** benefits of external communication. (3 marks)
4. List **three** instances when a supervisor may opt to use an informal channel to pass information. (3 marks)
5. State **four** ways in which an organization may benefit as a result of effective communication. (4 marks)
6. List **three** factors that would affect the speed at which one is able to read a passage. (3 marks)
7. State **three** advantages of using video conferencing to communicate amongst employees. (3 marks)
8. List **three** characteristics of a good report. (3 marks)
9. Outline **three** ways in which the chairperson of an interviewing panel can make an interview successful. (3 marks)
10. List **three** items that are always part of the agenda during a regular meeting. (3 marks)

**SECTION B (68 marks)**

*Answer ALL the questions in this section.*

11. Three months ago, Wellness Company Ltd automated all its functions. However, many members of staff have been uncomfortable with the new technology, and in some cases shown outright hostility. As the Human Resource Officer, you have been asked by the General Manager to investigate this matter and write a report giving recommendations. Assume you have completed investigations and write the report. (16 marks)

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12. (a) Jamii Enterprises has advertised the position of Office Assistant. Assuming you qualify, apply for the job. (12 marks)
- (b) Describe **three** non-verbal cues that a presenter may use to sustain the attention of an audience. (6 marks)
13. (a) Explain **four** duties of the chairperson during a meeting. (8 marks)
- (b) Explain **four** ways in which an interviewer can make an interviewee feel at ease during an interview. (8 marks)
14. *Read the passage below and then answer the questions that follow.*

About three quarters of the Kenyan population depends on agriculture for their livelihood. In the last few years, however, the majority of farmers have not made enough money from farming common crops such as maize, beans and wheat. Many of them have turned to other more profitable crops such as sunflower. Sunflowers are plants with large yellow flowers that derive their name from the way they turn their blooms from East to West to follow the movement of the sun.

Sunflower farming is a low-cost venture which gives relatively good **returns** since the cost of seeds is affordable. In some counties like Makeni, the seeds are distributed free of charge to interested farmers. The farmers benefit from training by agricultural officers on how to grow healthy sunflowers using farmyard manure instead of fertilizer to cut down on the cost of production. Sunflower farming is not labour intensive as one does not need to use sophisticated machines for planting and weeding; a panga or a jembe would do the job perfectly well. This practice greatly reduces the operating costs which results in increased earnings for the farmer. In addition, sunflowers mature faster compared to other crops such as maize. In three months, the seeds are ready for harvest thus giving farmers higher returns from the crop which is harvested several times a year.

Sunflower has a ready market both locally and internationally. Local farmers buy the seeds for planting while nutritionists purchase them as a healthy **snack** as they are a great source of vitamins. Garment designers use the coloured petals to make natural dyes for colouring fabrics while millers grind the seeds to make sunflower flour. Oil processing companies also use sunflower seeds as a raw material to process salad oil. The guaranteed market motivates farmers to embark on this worthwhile venture to improve their standards of living.

Further, some farmers opt for value-addition in order to eliminate middlemen. They form self-help groups and contribute money to purchase oil extractors which they use to crush the seeds and extract sunflower oil. The extracted oil fetches higher profits for the farmers in the market as it is considered cleaner and richer in nutrients than other edible oils. After harvesting the seeds, there is no loss incurred since farmers earn extra income by selling the leaves and stalks as fodder to those who rear livestock.

The growth and sale of sunflower seeds helps create employment opportunities as those venturing in it automatically become self-employed and in turn create more jobs when they hire casual labourers to work on the farms. Sunflower oil processing companies also employ people to work for them in various capacities. Sunflower is a drought-resistant crop as it can tolerate different climatic conditions found in many parts of the country. For this reason, farmers living in marginal areas prefer growing the crop as it does not require much rainfall. Another equally important attribute of the sunflower is its ability to be inter-cropped with other legumes such as beans and peas as it does not threaten their existence. This enables farmers to increase their yields thus raising their income.

There are several challenges facing sunflower farmers. One of them is that sunflowers are a host to a number of pests such as cutworms, African bollworms and semi-loopers. These pests cause severe damage to the crop thereby resulting in delayed maturity. Diseases such as Sunflower Rust and Root Rot infect the plant during growth leading to yield loss and lower oil content in the seeds. In addition, sunflower seeds are vulnerable to predators such as birds and rats due to their high nutritional value and easy accessibility. This normally results in huge economic losses to the farmers due to the reduced yields. Farmers also incur additional costs of purchasing pesticides and fungicides to spray the crops in order to boost the yields.

In the last few years, many farmers have suffered great economic loss due to the adverse weather conditions experienced in the country. Embracing sunflower farming will therefore cushion farmers from the effects of climate change while giving them an opportunity to have a reliable source of income.

*Adapted from: Daily Nation, Tuesday, 2 August 2022*

- (a) State the meaning of each of the following words and phrase as used in the passage:
- (i) returns;
  - (ii) snack;
  - (iii) opt for;
  - (iv) hire. (4 marks)
- (b) In about 150 words, and according to the passage, write a summary on the benefits of sunflower farming. (10 marks)
- (c) Highlight, according to the passage, the challenges facing sunflower farmers. (4 marks)

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