

2273
1801/304
1901/202
2901/202
SHORTHAND
80 w.p.m.
November 2022
Time: 55 minutes



THE KENYA NATIONAL EXAMINATIONS COUNCIL

THE SUPERVISOR IS INSTRUCTED TO READ THE INSTRUCTIONS TO THE SUPERVISOR ON PAGE 2 BEFORE ADMINISTERING THIS EXAMINATION.

NO CANDIDATE SHOULD BE GIVEN THIS QUESTION PAPER BEFORE, DURING OR EVEN AFTER THE EXAMINATION. THE SUPERVISOR SHOULD SAFEGUARD IT ALL THE TIME EVEN AFTER THE EXAMINATION.

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE
EXAMINATIONS**

CRAFT CERTIFICATE IN SECRETARIAL STUDIES

DIPLOMA IN SECRETARIAL STUDIES

SHORTHAND

(80 w.p.m.)

Transcription time: 55 minutes

This paper consists of 5 printed pages.

Instructions to the Supervisor

Before the examination starts:

- (a) ensure that all the candidates are seated and that each candidate has a machine;
- (b) inform the candidates that:
 - (i) a warm-up passage will be read within **two** minutes;
 - (ii) there will be two examination passages at 80 w.p.m.;
 - (iii) each passage will be dictated for **three** minutes;
 - (iv) there will be a **four-minute** interval at the end of each of the two passages;
 - (v) candidates will be expected to go through their shorthand notes during the **four-minute** intervals;

NO TYPING WILL BE ALLOWED DURING THIS TIME

- (vi) the transcription time will be 55 minutes;
- (c) give the reader ample time to read through the passages;
- (d) ensure that the reader writes the subject of each of the two passages on the chalkboard as follows:

Passage I: LETTER ON BENEFITS OF OPENING AN ACCOUNT WITH A SAVINGS SOCIETY

Passage II: THE IMPORTANCE OF A BRAND TO A BUSINESS

During the dictation:

- (a) the reader should:
 - (i) ensure that the passages are read at the correct speed i.e. 80 w.p.m. by use of a **stopwatch**. To achieve this, each passage is marked in portions which should occupy a quarter of a minute in reading. The slanting lines (/) mark the divisions of time. The reader should not make pauses where the lines occur unless sense requires it. Four slanting lines (////) complete each minute;
 - (ii) take care to articulate the words. Punctuation marks should be indicated by the inflexion of the voice and under no circumstances should they be dictated. The matter must be dictated according to the natural sense of the words.
- (b) The invigilator should:
 - (i) ensure that the reader takes **three** minutes to read each passage by use of a **stopwatch**;
 - (ii) allow the candidates **four** minutes at the end of each of the two passages in which to read their shorthand notes.

After the dictation the invigilator should:

- (i) inform the candidates of the transcription time;
- (ii) ensure that the reader leaves the room immediately the dictation is over;
- (iii) ensure that the candidates are seated at least $1\frac{1}{2}$ metres apart;
- (iv) make a report about the dictation as to whether there was any interruption or whether certain words were mispronounced or substituted;
- (v) allow candidates to refer to their English dictionaries during transcription;
- (vi) append his or her signature immediately after the last shorthand outline in each of the passages as the candidates transcribe their notes.

At the end of the examination the invigilator should ensure that candidates:

- (i) arrange both their shorthand notes and transcribed work;
- (ii) insert the arranged work in the answer booklet, then staple and hand in.

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November 2022

80 w.p.m.

WARM-UP PASSAGE

(To be dictated within two minutes)

Due diligence is an audit done to confirm facts or / details of a matter under 10
reflection. In the financial world, / it requires an inspection of financial records before 20
doing any / business with another party. Carrying out due diligence is the / best way to 30/40
avoid making a bad business decision.

In / other cases, such as employment, it would involve doing a / background check 50/60
on a potential employee. This is common practice / and usually takes place at the conclusion 70
of interviews. Once / the panel has had time to review the results, they / may come up with 80/90
a final list of three candidates / who qualify for the job. The person in charge will / then 100/110
take it upon themselves to do a background check / on each of the three finalists. Part of 120
this process / involves writing to or calling the referees given on the / CV of each candidate. 130/140
Of interest is the candidate's / character, strengths and weaknesses in the workplace. A 150
selection is / then made from the final list depending on the responses / they get from the 160/170
referees. The candidate chosen will be / offered the position because they satisfied the 180
process of due / diligence. 190

80 w.p.m.

PASSAGE I

LETTER ON BENEFITS OF OPENING AN ACCOUNT WITH A SAVINGS SOCIETY

(Not part of the dictation)

Dear Amina

Thank you for your letter saying you have been offered a job at Queen's College. In response to / your enquiry on where to open a salary account, I would like to offer you a suggestion. 1/4

You could open // an account with a savings society since they are found all over. These, just like banks, are financial bodies. The /// major difference between the two is that the societies are owned by members and do not work for profit. Their //// sole aim is to serve them. 1/2
3/4
1

When you put money in a savings society, it is used to generate loans / for the members. Since their main objective is to serve members, the societies take the money that would have been // their profit and use it to assist them grow. They do this by giving better returns on savings and lower /// interest rates on loans. In addition, they also purpose to keep their fees low. While they do have charges, savings //// societies try to make these as few as possible. They also offer a more personal service to their members. This is / because most of the decision makers are found under one roof and the members are allowed to have direct // access to them. As a result, their loan applications are always processed quite fast. For a new employee, this would /// appear to be your best alternative. 1/4
1/2
3/4

I hope you will be able to make a more informed decision.

Yours truly, //// 3

(FOUR-MINUTE INTERVAL)

80 w.p.m.
PASSAGE II
THE IMPORTANCE OF A BRAND TO A BUSINESS
(Not part of the dictation)

The term brand refers to a business concept that helps people single out an organization, product or person. Being just / an idea, brands can neither be touched nor seen. They help the business by shaping people's beliefs about a firm // and its products or their views about a person. In this way, they add value by placing that organization or /// person a cut above others in the same industry. This is more so when companies need to set themselves apart //// from others with similar goods on the market. For this reason, brand owners guard them well by use of trademarks / to prevent them from being copied. 1/4
1/2
3/4
1
1/4

A brand is viewed as being one of the most valuable resources to an // organization. In fact, there are many firms which are known by their brand, having become one and the same thing. /// This means that a brand brings with it a lot of value which enhances the net worth of the organization. //// A successful brand grows the customer base and builds trust, leading to brand loyalty. 1/2
3/4
2

People often confuse brands with things / like logos and slogans, which are tools that help promote goods and services. Organizations use these tools to boost their // sales. Although logos and slogans are sometimes used to mean the same thing as brands, they are very different. When /// they are used together, they generate a brand identity which can help to keep the brand top in people's minds. //// 1/4
1/2
3/4
3

(FOUR-MINUTE INTERVAL)

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