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DIMA

Index No. _____ / _____

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COMMUNICATION

July 2015

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN SALES AND MARKETING
CRAFT CERTIFICATE IN SUPPLY CHAIN MANAGEMENT
CRAFT CERTIFICATE IN BUSINESS MANAGEMENT
CRAFT CERTIFICATE IN HUMAN RESOURCE MANAGEMENT
CRAFT CERTIFICATE IN ROAD TRANSPORT MANAGEMENT
CRAFT CERTIFICATE IN INFORMATION STUDIES
CRAFT CERTIFICATE IN MARITIME TRANSPORT OPERATIONS
CRAFT CERTIFICATE IN TOUR GUIDING OPERATIONS
CRAFT CERTIFICATE IN TOUR GUIDING AND TRAVEL OPERATIONS
CRAFT CERTIFICATE IN INFORMATION COMMUNICATION TECHNOLOGY
CRAFT CERTIFICATE IN PROJECT MANAGEMENT
CRAFT CERTIFICATE IN CLERICAL OPERATIONS
MODULE I

COMMUNICATION

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of examination in the spaces provided above.

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

*Answer **ALL** the questions in both sections in the spaces provided in this question paper.*

*Do **NOT** remove any page from this question paper.*

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1-10	32	
B	11	18	
	12	16	
	13	16	
	14	18	
Total Score		100	

This paper consists of 16 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 (32 marks)

Answer **ALL** the questions in this section in the spaces provided after each question.

1. Outline **three** characteristics of grapevine communication. (3 marks)

2. List **three** purposes of downward communication. (3 marks)

3. State **three** ways in which the physical environment of an office can hinder effective communication. (3 marks)

4. Outline **three** disadvantages of using interviews to collect data for report writing. (3 marks)

5. State **three** reasons why letters of apology are written. (3 marks)

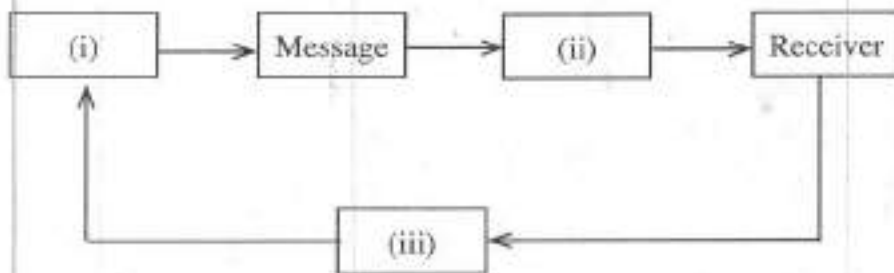
6. Outline **three** details that should be included in the notice of a meeting. (3 marks)

7. Outline **four** measures that an interviewer should take to ensure a successful job interview. (4 marks)

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8. List **three** benefits that an organization derives from establishing a website. (3 marks)

9. Complete the following diagram of the communication process. (3 marks)



(i) _____

(ii) _____

(iii) _____

10. Rewrite the following sentences according to the instructions given after each. (4 marks)

(i) The police interviewed the director in camera.
(Replace the underlined words without changing the meaning).

(ii) Mrs Kappa was a matron _____ thirty years.
(Fill in the blank space with a preposition)

(iii) Kenya's Kemboi completed the steeplechase (success).
(Write the word in brackets in the correct form).

- (iv) The (bright) student got a scholarship.
(Write the word in brackets in superlative form).
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SECTION B (68 marks)

Answer ALL the questions in this section in the spaces provided after question 14.

11. (a) You have been invited to give a speech to the students of Daima High School. Explain **five** non-verbal cues that you will use to enhance your presentation. (10 marks)
- (b) Describe **four** methods that are used to carry out upward communication. (8 marks)
12. You are the secretary of Jamii Welfare Association. The association held its monthly meeting and discussed the following agenda items among others.
- Opening members' dispensary
 - Training on book keeping
 - Trip to Arusha-Tanzania

Write the minutes. (16 marks)

13. One of the employees of Masai Limited was recently injured in the office. As the Assistant Public Relations Officer, write a letter to him expressing sympathy and wishing him quick recovery. (16 marks)
14. Read the passage below and then answer the questions that follow.

With entrepreneurship gaining popularity, competition has become stiff and only the very best entrepreneurs will **thrive**. This is because business nowadays can be tricky as people change their preferences and tastes every now and then. Moreover, technology is fast changing the way of doing business. For instance, Internet and product delivery to anywhere and at any time has changed the rules of competition.

Getting customers to come again and again is the most important endeavour of every business. No business can be successful if it is continually dealing with new customers. Repeat customers are the source of profit, and this allows a business to grow and prosper. While there have been signs of growth being recorded in various sectors of the economy, many businesses continue to experience poor performance and reduced profits. As a result of these **tough** economic conditions, customer loyalty has gained popularity among businesses trying to maintain their profitability.

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To gain customer loyalty, there are several principles that an entrepreneur should follow. Practicing effective communication is one such principle. It pays to reach out to repeat buyers through various means such as e-mail, newsletter, monthly fliers, a reminder card or holiday greeting card. Such customers should always be informed of any change in business processes, products or services. Offering good customer service is also an important principle. Entrepreneurs should always **go an extra mile** to meet customer needs by training employees to ensure customer satisfaction. This is because customers remember being treated well and knowing that they are valued.

In addition, an entrepreneur can give customers incentives such as free offers, coupons, low interest rates and so on. This gives customers a reason to return to the business. Moreover, a business should be reliable to attract customer loyalty. For instance, an entrepreneur should let customers know when something goes wrong and compensate them for the inconvenience. Being flexible is a further principle that an entrepreneur should apply when solving customers' problems or handling complaints. Excuses such as "that's our policy" will only lead to loss of more business.

Besides, customers should get value for their money. Value for money is the amount that a customer will get from a service or product in relation to the cost. A good entrepreneur should give a free trial period for a product or service to gain brand loyalty. This principle ensures that the customers will return not only to buy the same product but also to try other products and services offered by the entrepreneur. Furthermore, an entrepreneur should have product awareness. This is by understanding the products the business is dealing in.

For these principles to be followed effectively, employees - who are major stakeholders - should be involved in every business activity. Employees play an important role building customer loyalty and in ensuring that the efforts by a business to maintain loyal customers are **fruitful**. Training the employee's ability to provide superior service to customers should, therefore, be seen as a long-term value addition initiative.

Besides, effort spent in selecting and training employees can lead to increased employee satisfaction and competence. This will result in customer satisfaction which **in turn** will create customer loyalty hence improved sales and higher profit margins.

Adapted from: "KASNEB Newslines" Issue No. 3 July-September 2012

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