

Name _____ Index No. _____ / _____

2903/104 2909/104

2906/104 2922/104

Candidate's Signature _____

COMMUNICATION SKILLS

Date _____

July 2015

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SUPPLY CHAIN MANAGEMENT
DIPLOMA IN BUSINESS MANAGEMENT
DIPLOMA IN ROAD TRANSPORT MANAGEMENT
DIPLOMA IN PROJECT MANAGEMENT
MODULE I**

COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES*Write your name and index number in the spaces provided above.**Sign and write the date of the examination in the spaces provided above.**This paper consists of 14 (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 pages 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 a good press release. (3 marks)

2. State **three** reasons that make it necessary for managers to communicate with their juniors in an organization. (3 marks)

3. State **three** benefits of using visual aids in an oral presentation. (3 marks)

4. Some companies conduct preliminary interviews over the telephone. Outline **four** ways in which an interviewee can impress the interviewer during this interview. (4 marks)

5. Outline **three** attributes of an effective customer care officer. (3 marks)

6. List **four** ways through which a committee member may make a meeting effective. (4 marks)

7. Outline **three** reasons why informal communication may be used in an organization. (3 marks)

8. State **three** receiver related barriers to communication. (3 marks)

9. List **three** limitations of using radio as a channel for advertising products or services. (3 marks)

10. State **three** objectives of observing official etiquette in an office. (3 marks)

SECTION B (68 marks)

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

11. (a) Explain **six** elements of effective customer service in an organization. (9 marks)
- (b) You are the Assistant Office Manager at Rehema Limited. It has come to your attention that some employees are using company computers to do their personal work. Write a memorandum to the employees cautioning them against the practice. (9 marks)
12. You are the secretary of the management committee of Kazi Kwako Manufacturers. The committee held a meeting last week and discussed the following items:
- (a) The need to improve company communication;
- (b) Relocation of the maintenance workshop;
- (c) Renovation of the offices.

Write the minutes of the meeting. (16 marks)

13. You are the Personal Assistant to the Governor of Kwetu County. The Governor has been invited to give a speech at a Youth Enterprise Conference on "The Services to be Offered by the County Government." In about 250 words, write the speech. (16 marks)
14. *Read the passage below and then answer the questions that follow.*

Safaricom Limited, Kenya's leading mobile phone company, has launched the Lipa na M-PESA service which is effectively a mobile money wallet. This is in an effort to deepen its foray into the financial services market with the aim of taking control of the cashless economy and reaping the benefits. The Lipa na M-PESA service is owned by Safaricom and hence it has access to a large customer base, a wide network of agents and a **massive** marketing muscle that puts it in a class of its own.

Unlike the M-PESA service which **charges** the customers a commission for every transaction, the Lipa na M-PESA service shifts that responsibility to the registered business owners. Safaricom charges the business owners a 1.5 per cent commission of the value of every payment made through this service. Shoppers can, for instance, use the mobile money platform to pay for goods at the supermarket till and send the exact value of the goods sold or services rendered thus eliminating the additional charges. Such additional charges are the ones that have made cash the most popular means of payment in shopping outlets. By fixing its commission at 1.5 per cent, Safaricom is directly competing with the credit cards market where commissions stand at between three and five per cent. This, in effect, makes Lipa na M-PESA service the cheapest means of making cashless transactions in the country.

Although many customers have been able to use M-PESA services to pay for goods and services, it has **come at a price** because most business owners require their customers to include the withdrawal fees in the payment. For instance, a customer buying goods worth Ksh.500 has to include Ksh.27 as withdrawal fees, amounting to additional costs for the same product compared to cash buyers. With Lipa na M-PESA, customers will not be required to include the withdrawal charges while making payments.

For business owners to register for the Lipa na M-PESA service, they are required to submit copies of their PIN certificates, identification cards and trading licenses to Safaricom in order to get a till number that customers will use to pay for goods and services. To use the Lipa na M-PESA service, customers will go to the M-PESA menu on their mobile phones, select Lipa na M-PESA, select Buy Goods and Services, then enter the Till Number displayed by the trader and follow the subsequent prompts to complete the transaction. The service can be used to pay for a transaction **valued** as low as Ksh.10. In the past it would have been uneconomical to pay for such a transaction using M-PESA service because the charges involved would have been higher than the value of the transaction. In addition, customers can now pay for transactions valued as high as Ksh.70,000 per day, giving room for bigger transactions than before. Traders will handle less cash and therefore be less susceptible to risks associated with cash such as theft and the peddling of fake currency. They will also have access to over 17 million registered M-PESA customers. Hence, Lipa na M-PESA service will help move the economy to a safer and more convenient way of making payments.

Safaricom's launch of the new payment service comes at a time when global financial service providers and technology companies such as Google have **rolled out** mobile wallets aimed at controlling the cashless money space. Telecommunication operators have also intensified their investments in mobile money transfer services seeking new **revenue** streams as the voice market matures leaving little room for growth. M-PESA service revenues have grown from Ksh.0.37 billion in 2008 to Ksh.21.8 billion in 2013. The number of users registered for the service has also grown from 3.6 million in June 2008 to 17.1 million in March 2013. Safaricom has used its vast number of agents, which stands at 65,547, to drive growth in this segment of the business and the new Lipa na M-PESA service is expected to follow a similar pattern of growth.

Safaricom has been **migrating** the M-PESA service to the new Lipa na M-PESA platform that enables users to instantly pay their bills. Under the new system, whose processing capacity is expected to increase, clients will settle post-paid electricity bills, insurance premiums and bank payments in real-time.

Adapted from: Business Daily, Tuesday June 25, 2013

