

2903/104 2909/104 2922/104 2926/104
2906/104 2913/104 2924/104 2927/104
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COMMUNICATION SKILLS

November 2022

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 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 (32 marks)

Answer ALL the questions in this section.

1. State **three** advantages of storing information in electronic form. (3 marks)
2. List **four** types of interviews that may be conducted in an organization. (4 marks)
3. Outline **three** situations when visual aids may be used in communication. (3 marks)
4. State **four** ways in which a chairperson can make a meeting successful. (4 marks)
5. Outline **three** reasons why informal communication is encouraged in an organization. (3 marks)
6. State **two** roles of public relations in an organization. (2 marks)
7. State **three** ways in which ineffective communication may affect an organization. (3 marks)
8. Outline **three** benefits of observing protocol when communicating in the office. (3 marks)
9. Outline **four** factors to consider when using the telephone to communicate. (4 marks)
10. State **three** uses of reports in an organization. (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section.

11. You work as the Sales Officer for Baraka Wholesalers. In the last three months, sales have gone down by 15%. The Manager has instructed you to investigate the matter and write a report with recommendations. Assume you have completed your investigations and write the report. (16 marks)
12. (a) Explain **three** challenges associated with using a mobile phone during a virtual meeting. (6 marks)
- (b) Your friend has been invited for an interview that will take place in the next 14 days and has approached you for tips on how to prepare for it. Outline **five** tips you would give him or her. (10 marks)
13. (a) You have been invited as a guest speaker during the launch of a new company product. Explain **four** barriers that may prevent you from making an effective presentation. (6 marks)

- (b) Samburu Supermarkets Ltd intends to open new branches in Voi and Emali towns in the next three months. As the General Manager, write a circular letter to all stakeholders informing them about this development. (12 marks)

14. Read the passage below and then answer the questions that follow.

Ordering food online is growing in popularity with consumers and restaurants. Consumers have embraced this practice because of its ease and speed in delivery. Current lifestyles and the pace of life have made it a bit difficult for many households to make proper meals. Lack of time due to tight office schedules also makes it impossible for one to go out for dinner or lunch. In this kind of scenario, food delivery services become the better option as orders can be placed over a call, mobile applications or directly through web-portals of restaurants and the various online delivery companies. Often, a flat delivery fee is charged to the customers regardless of the amount of food ordered. In most cases, delivery charges are waived as a way of attracting customers.

There are two distinct types of food delivery services; the restaurant prepared food delivery and grocery services. Food delivery is an on-demand service that has largely disrupted the traditional market where customers must physically visit a restaurant to take a meal. Ordering food online has three basic components of a meal experience – ordering, cooking and delivery. Grocery services have seen a sudden spike during the COVID-19 pandemic, and the trend is expected to continue.

The food delivery service has several advantages. To start with, the service gives a variety of options to choose from at the comfort of one's location. This is because it is possible to choose a favourite dish from a wide range of restaurants. One can also compare the prices and popularity ratings of the restaurants before ordering. This gives the buyer an opportunity to get a better deal. Furthermore, it is cost-effective to order food given that the customer cuts on travelling expenses and saves on time. Most food outlets offer attractive deals from time to time, and customers take advantage of the discounts available, which further reduces expenses. Moreover, placing an order is relatively easy since all a customer needs is a smartphone. One can also conveniently pay using cards, net banking, or even cash on delivery. The online payment processes are secured with valid certification hence it becomes safe to use. Customers involved in online buying for the first time do not have to be afraid since tutorial videos are available. These enable them to get familiar with the process of placing orders.

With more customers opting to order food online, the business is becoming competitive and challenging at the same time. Thus, identifying these challenges and addressing them appropriately will greatly help businesses prosper. **Fluctuating** market prices have posed a serious challenge in this business as a result of the unpredictable cost of raw materials used to prepare the food. Therefore, getting the right prices and maintaining customers' attention becomes a big problem. High operational costs such as paying for electricity, water, labour and licenses further affect the profitability of online businesses.

The high flow of online orders makes it difficult to adhere to and maintain quality standards of the food prepared. This causes businesses to compromise on the quality of food, resulting in multiple complaints from dissatisfied customers. These businesses also face logistic challenges such as allocating the right staff and number of vehicles to make timely deliveries to various locations while still ensuring proper quality of the food. Although the business has gained popularity, many people still shy away from using the online service because they are conservative. Lastly, the online food delivery service is mainly available to the urban population cutting off those living in the rural areas.

The potential of the online food delivery industry is endless. With the right technology and a **customer-centric** service approach, restaurants and food delivery businesses can succeed in today's highly competitive market. Likewise, to grow and sustain their businesses, many restaurants will have to embrace this trend as the online food delivery service is rapidly gaining acceptance.

Adapted from: www.insights-blog-food-delivery.info.org, 6 May 2021

- (a) State the meaning of the following words and phrase as used in the passage.
- i) households
 - ii) options
 - iii) fluctuating
 - iv) customer-centric
- (4 marks)
- (b) In about 120 words, and according to the passage, write a summary on the advantages of online food delivery services.
- (9 marks)
- (c) Highlight, according to the passage, the challenges experienced in the online food business.
- (5 marks)

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