

Name: _____ Index No: _____

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COMMUNICATION

July 2012

Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DIPLOMA IN TOURISM MANAGEMENT
DIPLOMA IN TOUR GUIDING MANAGEMENT
DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY
DIPLOMA IN PETROLEUM MANAGEMENT
MODULE I

COMMUNICATION

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided at the top of this page.
 Write the date of the examination and sign in the spaces provided above.
 This paper consists of **FOURTEEN** questions in **TWO** sections; **A** and **B**.
 Answer **ALL** the questions in section **A** in the spaces provided after each question.
 Answer **ALL** questions in section **B** in the space provided after question 14.

For Examiner's Use Only

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

This paper consists of 12 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.

1. Outline **three** benefits that may accrue to a supervisor who listens to his subordinates. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

2. State **three** reasons that make it necessary for workers to communicate with each other in an organization. (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

3. Outline **four** qualities of a good questionnaire. (4 marks)

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

Should be clear
Should be neat
Should be easy

4. Highlight **three** roles played by members in a meeting. *negotiate, raise up, proposing & raising of points* (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

5. Outline **three** reasons why job recruitment interviews are carried out in organizations. *To get the qualified person, To get good person with all the qualities required, To determine the character you want* (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

6. State **three** advantages of face-to-face communication. *Saves time, Immediate feedback, easy to detect understanding of person, Allow room for interaction* (3 marks)

- (i) _____
- (ii) _____
- (iii) _____

Body language is state time place
Language is " " " " " "

7. List **three** types of non-verbal communication.

(3 marks)

~~Handwritten~~
~~scribble~~

- (i) _____
- _____
- (ii) _____
- _____
- (iii) _____
- _____

8. Give **three** advantages of using the fax in an office.

(3 marks)

Its accurate
Save time &
Faster feedback

- (i) _____
- _____
- (ii) _____
- _____
- (iii) _____
- _____

9. Highlight **four** reasons for the increased use of mobile phones in the office.

(4 marks)

Saves money
It is accurate work
It has immediate feedback
It is easier to use for
clarification of the message

- (i) _____
- _____
- (ii) _____
- _____
- (iii) _____
- _____
- (iv) _____
- _____

10. State three qualities of a good report.

→ Should be clear
Should be brief
Should be interesting.

(3 marks)

- (i) _____

- (ii) _____

- (iii) _____

SECTION B (68 marks)

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

11. Mr. John Makao attended and passed an interview for the position of Supervisor in the Transport Department of Kwako Company Limited. Write a letter to Mr. Makao giving him this information. (16 marks)
12. (a) You are one of the students graduating at Mwanaisha Technical College. You have been asked to give a speech during the graduation ceremony on "The Benefits of Being Self-employed." in about 250 words, write the speech. (12 marks)
- (b) Explain four factors that could make an interview process unsuccessful. (6 marks)
13. (a) The company you work for will have its operations disrupted due to a go-slow by unionisable employees. Write a notice to be placed in the local press informing customers about the situation. (6 marks)
- (b) Explain five consequences of poor communication in an organization. (10 marks)

poor management

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

The Economic growth rate in Kenya for the year 2011-2012 could range between five and six per cent if no major **shocks** occur. However, the private sector has predicted that the successful completion of infrastructure and energy projects could see the economy grow at seven per cent during this period. According to the World Bank's Report on the Economic Prospects for Kenya, the seven per cent growth projected by the private sector is likely to depend on a number of factors.

To begin with are infrastructure projects that are likely to bring change in the economy. These include the construction of road and rail systems, Information Communication Technology (ICT) and the construction of geothermal energy plants. Transport and communication, energy and the cost of fuel are major implements of doing business. The infrastructure projects are an effort to address the three economic **impediments** and their successful completion could be a turning point for the Kenyan economy.

The successful construction of a number of roads is likely to speed up growth in the agriculture, horticulture and tourism sectors. This may significantly improve the economic performance from the predicted six per cent to seven per cent. The completion of a number of roads already under construction could make the country more attractive to investors and the cost of doing business is likely to go down. Some of the roads under construction include the Namanga-Athi River Road, Mombasa Road, Forest Road and Thika Road. Kenya's economic growth will also depend on investment in the geothermal energy projects earmarked for completion by 2015.

Another key driver for change in the country's economy is the ICT sector. It has been the main driver of Kenya's economic growth over the last decade. The sector has been growing on average by 20 per cent annually and has **propelled** the combined transport and communication sector into the economy's second largest after agriculture. Over the last three decades Kenya has experienced only two short episodes when economic growth exceeded five per cent and was sustained for at least three consecutive years: 1986 to 1988 and 2004 to 2007. The World Bank Report on Economic Prospects for Kenya indicates that since 2000, Kenya's economy grew at an average of four per cent. Without ICT, growth in 2010 would have been about three per cent which is similar to the population growth rate. This would have meant that the income per capita would have stagnated.

While the public sector investments in infrastructure will help stimulate growth, the timely implementation of the constitution reforms would boost business confidence. Much of what is expected to be achieved will depend on how the country implements the constitution and how the country behaves politically in relation to the 2012 elections. The Kenya Association of Manufacturers (KAM) and the Federation of Kenya Employers (FKE) say that the implementation of the constitution will in essence reduce the country's political risk, while at the same time reassuring foreign and domestic investors that Kenya is a safe investment haven. Putting in place

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a new constitution cannot be entirely seen as a panacea to eradicating the country's political risk associated with each election year. However, this will assure investors thus reducing the capital flight and the slow-down of foreign direct investment experienced during general elections. Another factor that is expected to have a major impact on the country's economic growth, although negatively, is an increase in oil prices. Indeed, it has been indicated that this year might once again witness a return of runaway crude oil prices. This would be driven by increased global demand, a push for higher prices by oil producing nations, the return of speculators and increased tension in the Middle East. Several analysts have already predicted that oil prices could surpass the \$100 per barrel mark. Although the government has so far introduced price controls in the local market to contain the uncontrolled increment of local prices by oil marketers, a surge in global prices will definitely not spare the country.

The East African Community (EAC) economic bloc might welcome a new member state, Southern Sudan, when the area separates from the control of the Khartoum government after the referendum. Southern Sudanese leaders have already expressed interest to join the EAC bloc. Admission of an additional state will translate to increased investment opportunities for Kenya which is the strongest economy in the bloc. In addition, this year could see the signing of a comprehensive protocol that will define trade between the EAC and the European Union. Hence, the long running negotiations on the Economic Partnership Agreements could finally come to a close.

Adapted from: *The Financial Journal, The Standard, Tuesday, 11 January, 2011.*

- (a) In about 150 words and according to the passage, explain the factors that are likely to influence Kenya's economic growth rate during the period under review. (10 marks)
- (b) Give the meaning of the following words and phrase as used in the passage.
- (i) shocks
 - (ii) impediments
 - (iii) propelled
 - (iv) surpass
 - (v) come to a close (5 marks)
- (c) The following paragraph has errors. Rewrite the paragraph, correcting the errors.

In addition, the director's have resolved to recom^{me}nd to members that the authorised shares of the company as at 15th march 2011 be splitt^{ed} into 4 for every 1 held. The holding of those persons or entities shown in the register as mem^{ber}s of the company as at 4th march should also be adjust^{ed} proportionately to reflect the split of 4 new ordinary shares for every 1 of the exist^{ing} ordinary shares.

(3 marks)