

Name: _____

Index No: SCAN / CPY

1801/201 1901/201

1802/201 1907/201

COMMUNICATION SKILLS

June/July 2015

Time: 3 hours

Candidate's Signature: _____

Date: _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN FASHION DESIGN AND GARMENT MAKING TECHNOLOGY

CRAFT CERTIFICATE IN BAKING TECHNOLOGY

CRAFT CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION AND SERVICE

CRAFT CERTIFICATE IN PETROLEUM GEOSCIENCE

MODULE II

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 **TWO** sections, **A** and **B**.

Answer **ALL** questions in Section **A** and any **THREE** questions from Section **B** in the spaces provided in this question paper.

Marks for each part of a question / and section are indicated.

Do **NOT** remove any pages from this booklet.

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1 - 15	55	
B		15	
		15	
		15	
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 (55 marks)

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

1. State **three** factors that may hinder effective face to face communication. (3 marks)

2. Explain the meaning of each of the following terms as used in communication:

- (a) feedback; (2 marks)

- (b) active listening. (2 marks)

3. Outline **four** reasons that make it necessary for businesses to advertise their products or services through vernacular radio stations. (4 marks)

4. Highlight **four** characteristics of effective communication. (4 marks)



5. The management of Pacets Limited has adopted an electronic filing system. State **four** benefits that may be derived from this system of filing. (4 marks)

6. Outline **four** circumstances underwhich the management of an organisation may prefer to use face to face communication. (4 marks)

7. Identify **six** factors that may influence the choice of a medium of communication. (3 marks)



8. State **four** measures that an individual may take to promote effective listening in a communication situation. (4 marks)

9. Outline **four** ways in which the chairperson may contribute to the failure of a meeting. (4 marks)

10. Highlight **four** reasons that make grapevine communication important in an organisation. (4 marks)

11. State **three** attributes of a good paragraph. (3 marks)



12. Morrine is in the process of compiling an investigative report. Outline **three** types of details that she should include in the body of this report. (3 marks)

13. State **three** reasons that make good public relations an important aspect in an organisation. (3 marks)

14. Outline **four** components of minutes of a meeting. (4 marks)

15. Distinguish between disciplinary and grievance interviews as conducted in organisations. (4 marks)



SECTION B (45 marks)

Answer any **THREE** questions in this section on the spaces provided after question 20.

16. (a) In relation to public relations, identify **six** types of publics that are important to an organisation. (3 marks)
- (b) Write an essay of about 250 words on the topic "The benefits of effective customer service in an organisation". (12 marks)
17. (a) State **five** reasons that make effective filing system an important aspect in an organisation. (5 marks)
- (b) Explain **five** benefits that may accrue to an organisation that conducts exit interviews. (10 marks)
18. (a) The following is an extract from a letter written to an organisation which contains a number of errors. Rewrite the extract correcting the errors.

We are pleased to informed you that we were planning for another conference of executive secretaries. It will be held at pacifica Hotel at 14th December 2014 around 9 am to 5.30 pm.

This conference would be a practical conference, it aims at improving the secretaries managerial skills and increase their productivity. A panel of professional speakers are been invited to give lectures. Participants will be engaged in practical sessions.

Copies of the detailed programme is enclosed.

Remember, fast come, first serve.

(7 marks)

(b) Explain **four** reasons that make it necessary to prepare an agenda of a meeting. (8 marks)

19. (a) Outline **three** reasons that make the management of an organisation encourage communication between employees of the same rank. (3 marks)

(b) The business premises of Tumaini Foods and Bakers Limited have been undergoing renovations for the last six months. As the communications Assistant, you have been requested by the Managing Director to write a progress report on the renovations. Write the report in memo form. (12 marks)

20. (a) Communicating with the receiver in mind is an important aspect in communication. State **four** ways of incorporating this aspect when communicating with customers in an organisation. (4 marks)

(b) Outline **three** problems that may arise at the message encoding stage in the process of communication. (3 marks)

(c) Explain **four** purposes served by reports in an organisation. (8 marks)

