

2902/104 2908/104 2912/104
2918/104 2920/104 2921/104
COMMUNICATION
July 2016
Time: 3 hours



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

*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** challenges a sender may encounter when encoding a message. (3 marks)
2. List **three** guidelines to follow when designing a questionnaire for report writing. (3 marks)
3. State **four** possible reasons why an interviewee may fail to get a job despite having the right academic qualifications. (4 marks)
4. Outline **four** roles that the chair of a meeting must play to ensure the success of the meeting. (4 marks)
5. State **three** purposes of writing reports in an organization. (3 marks)
6. List **three** advantages of using visual aids in communication. (3 marks)
7. State **three** barriers to effective oral communication. (3 marks)
8. State **three** ways in which technology is used to transmit information in organizations. (3 marks)
9. Identify **three** instances when an employee may need to communicate with the manager. (3 marks)
10. State **three** ways of ensuring that employees read notices. (3 marks)

SECTION B (68 marks)*Answer ALL the questions in this section.*

11. (a) Bidii Investment Group held a meeting to discuss, among other things:
- buying land for resale;
 - recruiting new members;
 - revising the monthly contributions.
- As the secretary of the group, write the minutes. (12 marks)
- (b) Explain **three** reasons why interpersonal communication should be encouraged in an organization. (6 marks)

12. Lebo Manufacturers recently advertised the post of Office Assistant requiring interested candidates to send their curriculum vitae (CV). Assume that you meet the requirements and write your CV. (16 marks)
13. Your company started canteen services for the workers a month ago. In the last one week, however, several workers have been complaining of getting stomach upsets after taking meals from the canteen. As the Welfare Officer, you have been asked to investigate the matter and write a report giving your recommendations. Assume you have completed the investigations and write the report. (16 marks)
14. *Read the passage below and then answer the questions that follow.*

A high number of matatu crews still use cash despite the expiry of the 1 December 2014 deadline for public transport to use cashless methods in payment of fare. Apparently, the matatu owners are unmoved by the stipulated Ksh. 100,000 fine against those who fail to change to the new system.

Opinion is still divided among the public on the new method of payment with some embracing while others seem reluctant to adopt it. The world's financial markets, however, are going cashless and Kenya has no choice but to **follow suit**. Experts say that digital payments will bring a lot of benefits. Since Kenya leads in the use of mobile money services in the region, going cashless in all aspects of the economy is inevitable.

The CEO and founder of Tangazoletu Limited, a firm that automates business processes and provides mobile financial products, says that the journey to digital payments has just started. "As much as cash has been the universal language, Kenyans need to be prepared to adopt a cashless system that is **beneficial** to the consumers, corporates and the government who are basically the key drivers of the economy. We are very innovative, and as long as we take gradual steps, the move to a cashless system is possible," he said.

A research conducted by Financial Sector Deepening (FSD) Kenya in mid-2012 showed that electronic payments cost between 50 and 65 per cent less than paper payments. This would translate to over Ksh. 90 billion annually in savings for Kenya. The figure is arrived at using the Kenya National Bureau of Statistics' Gross Domestic Product (GDP) figures for 2013 revised in September 2014 from Ksh. 3.8 trillion to Ksh. 4.76 trillion.

The figures **underline** the fact that cash payments are expensive. Even withdrawing cash in banks has a cost involved. The FSD survey showed that on average, people spend between 20 and 80 minutes to carry out banking services involving cash in Kenya's urban areas. Rural folks spend even more time travelling to carry out banking transactions.

Proponents of a cashless system point out various problems encountered when dealing with cash. First and foremost, carrying cash is dangerous as one is vulnerable to theft. People handling cash **are left counting** more losses than those with cards or mobile money in case of a robbery. In addition, transporting large sums of money is always a tense affair despite the armed escort. It is also costly because the transporters have to be paid. The money further requires to be insured against risks such as robberies.

Another problem is that cash is susceptible to fire and con men unlike a card which, even if destroyed or lost, the money remains safe somewhere. Besides, one can fall prey to con artists who peddle fake currencies. A cash system makes it hard for the tax man to **curb** tax evasion unlike a cashless system which is easier to trace.

FSD also found out that most Kenyans easily engage in impulse buying when they have cash. Electronic payments instil some level of discipline because the act of having to withdraw cash forces one to think about what one needs to buy. Further, it is harder for consumers to control and track their expenditure when using cash as opposed to dealing with a cashless system.

According to Central Bank estimates as at August 2014, more than 26 million Kenyans have adopted mobile money in purchasing, transfer and banking. The Communication Authority of Kenya (CAK) puts the number of mobile subscribers at 31.8 million, 80 per cent of whom use mobile money services. The figure is likely to rise as Equity Bank has rolled out its own Mobile Virtual Network Operator (MVNO) platform. Under the system, the bank's customers will use their handsets to transfer cash and buy goods using the money in their accounts. Globally, the financial market has **shifted** tremendously in the past three decades with the use of the cashless system rapidly increasing. People have turned to easier ways of transacting business especially with the introduction of mobile money.

Adapted from: 'Daily Nation', Tuesday December 9, 2014.

- (a) In about 120 words, and according to the passage, explain the various problems encountered when dealing with cash. (12 marks)
- (b) State the meaning of the following words and phrases as used in the passage:
- (i) follow suit;
 - (ii) beneficial;
 - (iii) underline;
 - (iv) are left counting;
 - (v) curb;
 - (vi) shifted.

(6 marks)

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