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**COMMUNICATION SKILLS**

June/July 2021

Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**CRAFT CERTIFICATE IN BAKING TECHNOLOGY**  
**CRAFT CERTIFICATE IN FASHION DESIGN AND GARMENT MAKING TECHNOLOGY**  
**CRAFT CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION SALE AND SERVICE**  
**CRAFT CERTIFICATE IN CHILD CARE AND PROTECTION**  
**CRAFT CERTIFICATE IN PETROLEUM GEOSCIENCE**  
**CRAFT CERTIFICATE IN FOOD PROCESSING AND PRESERVATION TECHNOLOGY**  
**CRAFT CERTIFICATE IN SCIENCE LABORATORY TECHNOLOGY**  
**CRAFT CERTIFICATE IN NUTRITION AND DIETETICS**  
**CRAFT CERTIFICATE IN BAKING TECHNOLOGY**  
**CRAFT CERTIFICATE IN FISHERIES SCIENCE AND TECHNOLOGY**

**MODULE II**

**COMMUNICATION SKILLS**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*You should have an answer booklet for this examination.*

*This paper consists of TWO sections; A and B.*

*Answer ALL the questions in Section A. In section B, answer question 16 and other TWO questions.*

*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 (55 marks)

Answer ALL the questions in this section.

1. Rewrite each of the following sentences filling in the blank spaces with the correct preposition:
  - (a) We regret we cannot comply \_\_\_\_\_ your request.
  - (b) I was amazed \_\_\_\_\_ her stupendous ignorance.
  - (c) He was accused \_\_\_\_\_ theft.

(3 marks)
2. Explain each of the following terms as used in meetings:
  - (a) lobbying. (2 marks)
  - (b) seconder. (2 marks)
3. State two ways in which each of the following elements contribute to effective communication:
  - (a) sender. (2 marks)
  - (b) receiver. (2 marks)
4. Some managers are reluctant to communicate to staff through face to face conversations. Outline four reasons that may account for such observations. (4 marks)
5. State four features of informal communication. (4 marks)
6. Anita has made certain mistakes when summarising a speech for her boss. Outline four such possible mistakes. (4 marks)
7. State four factors that may render a meeting invalid. (4 marks)
8. Explain two ways in which a caller may minimize distractions during a telephone conversation. (4 marks)
9. State three roles of horizontal communication in an organization. (3 marks)
10. List four aspects of personal appearance that may convey information about an interviewee during a job interview. (4 marks)

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Dressing and  
- Confidence  
- Attitude  
- How the  
person is  
coming out  
him/her  
self.

Car  
roung

- 11. Outline **four** characteristics of an effective business report. (4 marks)
- 12. Outline **three** uses of graphs in a business report. (3 marks)
- 13. State **three** symptoms of poor filing of documents in an organization. (3 marks)
- 14. Highlight **three** functions of communication in an organization. (3 marks)
- 15. Outline **four** responsibilities of a public relations officer in an organization. (4 marks)

- Data  
- Future reference  
- O + loss  
- Trip

**SECTION B (45 marks)**

Answer **question 16** and any other **TWO** questions from this section.

- 16. (a) Explain **four** reasons that make it necessary to maintain accurate minutes of meetings in an organization. (8 marks)  
*Handwritten notes: Date, Time, Place, - for future reference, - to avoid complains of issued revision to previous meeting*
- (b) Outline **four** sender-oriented barriers to effective communication. (4 marks)  
*Handwritten note: carry incorrect message*
- (c) The preliminary pages of a formal report contain certain items. List **four** such items. (3 marks)
- 17. (a) State **four** limitations of the electronic filing system. (4 marks)
- (b) Joan intends to attend a job interview at crystals limited. Explain **four** company details that she should obtain in preparation for the interview. (8 marks)
- (c) Outline **three** circumstances under which a manager may convey information to the staff through face to face conversation. (3 marks)
- 18. (a) Outline **three** ways in which the management of an organization may discourage upward communication. (3 marks)
- (b) Highlight **four** principles of effective communication. (4 marks)
- (c) Explain **four** measures that a chair of a meeting may take to encourage members' contributions during discussions. (8 marks)

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19. (a) Outline **four** benefits of effective downward communication to the employees of an organization. (4 marks)
- (b) Explain **three** positive effects of grapevine communication on an organization. (6 marks)
- (c) Business organizations strive to develop user-friendly websites. Outline **five** characteristics that such websites should possess. (5 marks)
20. (a) List **four** external publics of a business enterprise. (4 marks)
- (b) A head of department at Timsy Limited intends to write the departmental quarterly report. Explain **four** types of information that he may include in this report. (8 marks)
- (c) Rewrite each of the following sentences correcting the error in each:
- (i) The youngmen previously preferred cookies that were homemade.
- (ii) Jeremiah's statement is neither here to there.
- (iii) The book that I borrowed from the library is two days over due. (3 marks)

**THIS IS THE LAST PRINTED PAGE.**

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