

2042
COMMUNICATION SKILLS II
November 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE
EXAMINATIONS

COMMUNICATION SKILLS II

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of **FOURTEEN (14)** questions in **TWO** sections: **A** and **B**.
Answer **ALL** the questions in the answer booklet provided.
Candidates should answer the questions in English.*

This paper consists of 5 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 **four** reasons why you would use face-to-face interviews when collecting data for report writing. (4 marks)
2. Outline **three** factors that may make a sender fail to communicate effectively. (3 marks)
3. List **three** ways in which a manager may communicate with his junior staff. (3 marks)
4. Outline **three** factors that should be considered when making an advertisement. (3 marks)
5. State **three** qualities of good minutes. (3 marks)
6. State **four** reasons for using notes when making an oral presentation. (4 marks)
7. Outline **three** ways listeners may enhance their listening skills. (3 marks)
8. Outline **three** items that must be included in the notice of a meeting. (3 marks)
9. Fill in the blank spaces with the correct prepositions. Do not rewrite the sentences.
 - (i) I will fill your details _____ the register.
 - (ii) Anita's shop is _____ Loita street.
 - (iii) The vaccine administered _____ the hospital was effective. (3 marks)
10. Complete the following sentences using the correct word from among these given in brackets. Do not rewrite the sentences.
 - (i) John scored a _____ grade than Simon.
(low, lower)
 - (ii) The train made the _____ noise I have ever heard.
(highest, loudest)
 - (iii) Judy won the singing competition because she was a _____ singer than the rest.
(better, best) (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section.

11. In about 250 words, write an essay on "How the government can reduce rural-urban migration by the youth". (16 marks)
12. (a) Explain **four** barriers to effective listening that may be caused by a listener during a presentation. (8 marks)
- (b) You are the Procurement Officer at Oak Tree Company Ltd. The company wishes to purchase building materials from Zaki Hardware Ltd. Write a letter to Zaki ordering assorted hardware items. (10 marks)
13. You work as the Maintenance Officer at Express Industries. In the last two months, the artisans have been complaining about poor quality tools being used in the workshops. You have been asked by the Manager to investigate the matter and write a report giving your recommendations. Assume you have completed investigations and write the report. (16 marks)
14. Read the passage below and answer the questions that follow.

Rabbit farming is one of the fastest growing livestock businesses in Kenya. In general, commercialization of livestock farming is associated with income growth, creation of employment and increase in food supply especially in urban areas. Rabbit farming has been changing from a small-scale activity to a commercial one and this has become an important aspect in improving food security and nutrition.

There are several benefits associated with this kind of farming. Rabbits can be raised on a grain-free diet because they consume low quality food, yet they give high quality meat and skin. Rabbits also grow very fast and mature early. With good rearing, the female rabbit can produce two to eight kits at a go. This translates to over 40 kits per year compared to one calf for cattle or up to two kids for goats. On the other hand, rabbits are noiseless and do not cause disturbance in the neighbourhood. They can also survive in different climatic conditions unlike many of the larger livestock.

Rabbit meat is an excellent source of vitamins B3 and B12 as well as minerals such as phosphorous and potassium. The meat is one of the best white meats available in the market as it has lower amounts of cholesterol than other types of meat. This makes it healthy for consumption and beneficial to patients and invalids. Besides, it is very tasty, and one can enjoy it in different ways

as it can be fried, roasted, or boiled. Another benefit is that this meat has a high percentage of easily digestible protein which is a key component in our bodies. Proteins are crucial in our diet as they help our bodies repair damaged cells and make new ones. Furthermore, the ratio of meat to bone is high. This means that there is more edible meat on the carcass compared to chicken.

Most farmers who have embraced rabbit farming have reported a number of challenges. Although it is recommended that rabbits be fed on rabbit pellets, too many of them may cause the rabbits to suffer from obesity and teeth problems. The pellets contain supplements to meet the rabbits' daily dietary needs. However, overfeeding rabbits on these pellets may cause them to suffer from tract infections. This could lead to increased treatment costs for the farmers.

The rabbit farming sector lacks full support from the government since it is considered a small-animal meat production project. Farmers who have invested in commercial rabbit farming suffer when it comes to marketing their produce since the gains are only realised from the sale of meat, waste, and fur. This has been made worse by the fact that farmers largely rely on local consumers to grow their business. Another challenge is that there are few rabbit slaughterhouses across the country compared to other larger animals such as cattle. The ones available are sparsely located in urban areas. This makes it costly for farmers in rural areas to access such facilities.

Although rabbit meat is highly nutritious among other white meats, not everyone can afford it. In many urban hotels, a single meal of rabbit meat is served at approximately Ksh.1000 per plate. When compared to the prices of other white meat such as fish and chicken, customers may opt to purchase a cheaper dish. Such reasons may slow down the market for rabbit meat.

Raising rabbits on a large scale can be a great source of income and employment. The annual demand for meat is increasing rapidly throughout the world. Currently, poultry, beef and pork control this huge demand. To meet the demands of a growing population, there is need to explore large scale production of rabbits.

Adapted from: www.frontiersin.org, 19 June 2020

- (a) State the meaning of the following words and phrase as used in the passage.
- (i) fast;
 - (ii) key;
 - (iii) gains;
 - (iv) slow down. (4 marks)
- (b) In about 120 words, and according to the passage, write a summary on the benefits of rabbit farming in Kenya. (9 marks)
- (c) Highlight, according to the passage, the challenges faced by rabbit farmers in Kenya. (5 marks)

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