

3371,
2801/302,
2901/302
SHORTHAND
100 w.p.m.
November 2022
Time: 65 minutes



THE KENYA NATIONAL EXAMINATIONS COUNCIL

THE SUPERVISOR IS INSTRUCTED TO READ THE INSTRUCTIONS TO THE SUPERVISOR ON PAGE 2 BEFORE ADMINISTERING THIS EXAMINATION

NO CANDIDATE SHOULD BE GIVEN THIS QUESTION PAPER BEFORE, DURING OR EVEN AFTER THE EXAMINATION. THE SUPERVISOR SHOULD SAFEGUARD IT ALL THE TIME EVEN AFTER THE EXAMINATION

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE
EXAMINATIONS
DIPLOMA IN SECRETARIAL STUDIES**

SHORTHAND

(100 w.p.m.)

Transcription time: 65 minutes

This paper consists of 5 printed pages.

Instructions to the Supervisor

Before the examination starts:

- (a) ensure that all the candidates are seated and that each candidate has a machine;
- (b) inform the candidates that:
 - (i) a warm-up passage will be read within two minutes;
 - (ii) there will be two examination passages at 100 w.p.m.;
 - (iii) each passage will be dictated for three minutes;
 - (iv) there will be a five-minute interval at the end of each of the two passages;
 - (v) candidates will be expected to go through their shorthand notes during the five-minute intervals;
NO TYPING WILL BE ALLOWED DURING THIS TIME
 - (vi) the transcription time will be 65 minutes;
- (c) give the reader ample time to read through the passages;
- (d) ensure that the reader writes the subject of each of the two passages on the chalkboard as follows:

Passage I: LETTER ON PREPARING FOR AN INTERVIEW

Passage II: SALES POLICIES

During the dictation:

- (a) The reader should:
 - (i) ensure that the passages are read at the correct speed i.e. 100 w.p.m. by use of a **stopwatch**. To achieve this, each passage is marked in portions, which should occupy a quarter of a minute in reading. The slanting lines (/) mark the divisions of time. The reader should not make pauses where the lines occur unless sense requires it. Four slanting lines (////) complete each minute;
 - (ii) take care to articulate the words. Punctuation marks should be indicated by the inflexion of the voice and under no circumstances should they be dictated. The matter must be dictated according to the natural sense of the words.
- (b) The invigilator should:
 - (i) ensure that the reader takes **three minutes** to read each passage by use of a **stopwatch**;
 - (ii) allow the candidates **five minutes** at the end of each of the two passages in which to read their shorthand notes.

After the dictation the invigilator should:

- (i) inform the candidates of the transcription time;
- (ii) ensure that the reader leaves the room immediately the dictation is over;
- (iii) ensure that the candidates are seated at least $1\frac{1}{2}$ metres apart;
- (iv) make a report about the dictation as to whether there was any interruption or whether certain words were mispronounced or substituted;
- (v) allow candidates to refer to their English dictionaries during transcription;
- (vi) append his or her signature immediately after the last shorthand outline in each of the passages as the candidates transcribe their notes.

At the end of the examination the invigilator should ensure that candidates:

- (i) arrange both their shorthand notes and transcribed work;
- (ii) insert the arranged work in the answer booklet, then staple and hand in.

100 w.p.m.
WARM-UP PASSAGE
(To be dictated within two minutes)

Large companies need to maintain financial records in order to / understand the	10
trend of their business activities. One of these / records is a balance sheet. A balance	20
sheet is a / summary of the financial balances of an organization or an / individual. The	30/40
three components represented are assets, liabilities and the / company's net worth.	50
Liabilities refer to the business debts and / are usually recorded on the right	60
hand side of the / balance sheet. They may appear on the balance sheet as / either	70/80
current or long-term liabilities. Current liabilities include bank / overdrafts, accounts	90
payable and accrued expenses. Long-term liabilities, on / the other hand, are defined	100
as debts whose repayment is / due more than one year in the future. Examples of /	110/120
these include mortgages, bank loans and bonds.	
Assets are recorded / on the left hand side of the balance sheet and / fall into	130/140
either tangible or intangible assets. Tangible assets are / the most basic type of assets.	150
They are the easiest / to identify and value as they are in physical form / and have a	160/170
definite value. Assets, like liabilities, can be / either current or long-term. Current	180
assets are those that / can be converted to cash in a short period of / time while the	190/200
reverse is true for long-term assets. / The most liquid current assets include cash and	210
accounts receivable. / Long-term assets include real estate properties, vehicles and	220
manufacturing / plants.	230

100 w.p.m.
PASSAGE I
LETTER ON PREPARING FOR AN INTERVIEW
(Not part of the dictation)

Dear Fatuma,

Thank you for your letter of yesterday in which you sought for guidance on how to prepare for an interview. There are several / steps you could take to prepare yourself for a successful interview. 1/4

The first step should be for you to consider your goals and qualifications relative // to the position and employer. In order to do this, you will need to carry out a serious research on the organization to understand their /// line of business. Doing this will provide context for your interview so that you are able to respond appropriately and also ask clear thoughtful questions //// during the interview. This is likely to give you an edge over the competition as it will boost your confidence and help you to remain / composed throughout the process. 1/2
3/4
1
1/4

Secondly, you should take time to study the job description so as to understand whether or not you will be a // good fit. A job description is a list of the qualifications, skills and qualities the employer is looking for in the ideal candidate. It is /// vital to read it carefully and ensure that you understand the responsibilities that go along with the job. The more you can align yourself with //// these requirements, the more the employer will be able to appreciate that you are well-qualified. In addition, the job description will give you an / indication of the type of questions to expect during the interview. The obvious one, for instance, is why you believe you are the most suitable // candidate for the position you have applied for. You should, therefore, be prepared to explain your interest in the vacancy and state why you think /// you are the best candidate for the job. 1/2
3/4
2
1/4
1/2
3/4

I hope you find this information useful as you prepare yourself for the upcoming interview.

Yours truly, ///

(FIVE-MINUTE INTERVAL)

100 w.p.m.
PASSAGE II
SALES POLICIES
(Not part of the dictation)

A sales policy is used in making, directing and guiding the various decisions that have a bearing on a firm's sales. It is expected to / give all the rules and regulations that govern the execution of practices while guiding staff towards the right value system and conduct at work. The // policy guides the dealings between the firm and its traders or clients. A manufacturing firm, for instance, will need to create policies in four major /// areas, namely; product, distribution, price and marketing.

A product policy spells out all the goods to be offered for sale. The policy is the focal //// point around which the products that a firm develops revolves. It has impact not only on the advertising events but also on major functions such / as Research and Development, resource sharing and the firm's strategic planning as a whole. The firm's strength in the market, therefore, stems largely from a // sound product policy coupled with a sharp business strategy. Indeed, the soundness of this policy is what helps to protect the firm against the risk /// of product failure. To demonstrate this point, a large number of products have aborted in the process of development because they failed to meet the //// required standards. Likewise, some firms have had to withdraw their products which are known to pollute the environment or are unsafe to use in order / to protect their business name.

The other policies support the movement of goods once they have been produced. The distribution policy, for instance, gives the // various groups of customers to whom the products will be sold. The pricing policy, on the other hand, spells out the prices at which each /// of the products will be sold. Lastly, the marketing policy details the methods that will be used in the process of advertising the firm's products. ////

(FIVE-MINUTE INTERVAL)