

1902/105    1908/105    1918/105    1923/105  
1903/105    1909/105    1919/105    1924/105  
1906/105    1913/105    1920/105    1925/105  
1907/105    1916/105    1922/105    1926/105

COMMUNICATION

July 2018

Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**CRAFT CERTIFICATE IN SALES AND MARKETING**  
**CRAFT CERTIFICATE IN SUPPLY CHAIN MANAGEMENT**  
**CRAFT CERTIFICATE IN BUSINESS MANAGEMENT**  
**CRAFT CERTIFICATE IN COOPERATIVE MANAGEMENT**  
**CRAFT CERTIFICATE IN ROAD TRANSPORT MANAGEMENT**  
**CRAFT CERTIFICATE IN INFORMATION STUDIES**  
**CRAFT CERTIFICATE IN MARITIME TRANSPORT OPERATIONS**  
**CRAFT CERTIFICATE IN TOUR GUIDING OPERATIONS**  
**CRAFT CERTIFICATE IN TOUR GUIDING AND TRAVEL OPERATIONS**  
**CRAFT CERTIFICATE IN INFORMATION COMMUNICATION TECHNOLOGY**  
**CRAFT CERTIFICATE IN PROJECT MANAGEMENT**  
**CRAFT CERTIFICATE IN CLERICAL OPERATIONS**  
**CRAFT CERTIFICATE IN INVESTMENT MANAGEMENT**  
**CRAFT CERTIFICATE IN MARITIME TRANSPORT LOGISTICS**  
**CRAFT CERTIFICATE IN HUMAN RESOURCE 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 make sure 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** consequences of lack of diplomacy when communicating with people. (3 marks)
2. Outline **three** benefits that an organization may derive from maintaining effective external communication. (3 marks)
3. List **two** challenges that may be faced when using a telephone to communicate. (2 marks)
4. State **four** characteristics of a good report. (4 marks)
5. List **three** roles of the receiver during the communication process. (3 marks)
6. Outline **three** features of an appropriate interview venue. (3 marks)
7. State **four** uses of the agenda of a meeting. (4 marks)
8. Outline **three** uses of a website to an organization. (3 marks)
9. State **three** channels that may be used in downward communication. (3 marks)  
*Notice*
10. State **four** external publics of an organization. (4 marks)  
*Chairman  
secretary  
member*

## SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) You work as an Office Assistant at City Limited. You have received a warning letter from your boss for failing to meet some deadlines. Write an apology letter. (12 marks)
- (b) Explain **three** benefits that an organization may derive from using Information Communication Technology when communicating. (6 marks)
12. Amani Youth Group held its monthly meeting and discussed the following agenda items among others:
  - Organizing a charity walk;
  - Starting an income generating activity;
  - Visiting an old people's home.As the secretary, write the minutes. (16 marks)  
*members present  
members present  
members absent  
members absent with apology  
minutes of the last meeting  
agenda  
preliminaries  
AOS*

13. Penda Supermarket opened a new branch in the outskirts of Nairobi two years ago but it has been performing poorly. As the Sales Assistant, you have been asked by the management to investigate the matter and write the report. Assume that you have completed the investigations and write the report. *Method* *Recommendation* (16 marks)
14. *Findings* *Conclusions* Read the passage below and then answer the questions that follow.

The Irish potato is the third most widely consumed food crop in the world after rice and wheat. In Kenya, it is the most important staple crop after maize. It is rich in protein, calcium and low-fat carbohydrates. In addition, potato farming is a source of employment and income to many farmers in the country. Thus, it plays a **key role** in food security.

There has been a **notable** increase in potato production in Kenya over the years. However, the rise in production has mainly been due to an increase in the acreage under cultivation as opposed to an increase in yield per acre. Low yields and returns can be attributed to a number of challenges that are experienced by the farmers. One such challenge is poor quality seeds. Majority of the seeds are selected by farmers from their previous harvests or bought from other farmers. This poses a challenge as such seeds are prone to seed degeneration and passing on of diseases. Besides, farmers prefer to use the smaller tubers as seeds mainly because commercial potato middlemen discriminate against small tubers. Such seeds are prone to disease attack and produce few tubers, hence reducing productivity. To overcome this problem, farmers should use certified seeds from **reliable** sources such as the Kenya Agricultural and Livestock Research Organization. Alternatively, if farmers choose to use self supplied seeds, they should select healthy and relatively big ones which are less prone to diseases.

Another challenge experienced by farmers is crop disease. Late blight is the most dangerous disease affecting potatoes worldwide and it destroys leaves, stems and tubers. Other diseases include bacterial wilt and potato blackleg. These diseases are caused by close rotations and continuous mono-cropping. Poor agricultural practices such as late weeding and ridging are a further challenge. Such practices contribute to low yields and can be very frustrating to farmers. Poor storage is also a major challenge to potato farmers. After harvest, storage of potatoes is necessary either for use as seeds or for sale when prices **go up**. Exposing potatoes to much light encourages sprouting of shoots while still under storage. Sale of such potatoes, therefore, becomes a challenge.

In addition, packaging of potatoes for sale is a serious challenge. Extended bags are still in use despite existence of a law prohibiting the exploitative practice. Besides robbing farmers, the practice is tedious and damages the produce, escalating wastage. Lack of adequate information on marketing potatoes is another challenge. Many farmers plant without prior knowledge of

whether the demand of that particular variety is available. Disorganized marketing systems lead to great disparities between farm and market prices. Unfortunately, farmers are on the tail end of the bargain as brokers dictate farm gate prices.

Furthermore, use of poor technology in potato farming is a challenge. Farmers largely use hoes to cultivate their farms. To increase efficiency and output, farmers should use modern technology such as small tractors. Lack of value addition to potatoes through dehydration, freezing and processing is also a challenge. In general, potatoes are harvested around the same time in a given geographical region leading to oversupply. This leads to a glut during the harvesting seasons that makes the farmers to experience heavy post-harvest losses.

If these challenges are addressed, potatoes will contribute significantly to food security in this potentially rich country. Research shows that Kenya can produce huge amounts of potatoes because it has a conducive environment not found in other East African countries. This will not only go a long way in addressing food insecurity but also contribute significantly to the attainment of the Sustainable Development Goals.

*Adapted from "Saturday Nation" October 14, 2017.*

- (a) State the meaning of the following words and phrases as used in the passage: (6 marks)
- (i) key role;
  - (ii) notable;
  - (iii) reliable;
  - (iv) go up;
  - (v) lead to;
  - (vi) attainment.
- (b) In about 150 words, and according to the passage, explain the challenges that are experienced by potato farmers. (12 marks)

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