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COMMUNICATION

November 2022

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 CO-OPERATIVE 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 has 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 has 5 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 **four** ways in which the sender of a message can be a barrier to effective oral communication. (4 marks)
2. List **three** disadvantages of formal communication in an organization. (3 marks)
3. Give **three** characteristics of non-verbal communication. (3 marks)
4. List **three** advantages of using email to communicate. (3 marks)
5. Give **three** benefits of practising official etiquette in an organization. (3 marks)
6. List **three** advantages of using a questionnaire to collect information for report writing. (3 marks)
7. State **four** reasons for holding meetings in an organization. ✓ (4 marks)
8. State **three** circumstances under which an employee may be required to go for a counselling interview. ✓ (3 marks)
9. List **three** activities that a public relations officer may carry out to improve the image of an organization. (3 marks)
10. List **three** visual aids that may be used during a presentation. (3 marks)

video clips.
clip chart.
whiteboards.

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SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Explain **five** types of information that should be included in a curriculum vitae. (10 marks)
- (b) Explain **four** activities that a secretary should carry out before a meeting is held to ensure that it is successful. (8 marks)
12. You work at Takato College as the Communications Assistant. It has been noticed that the number of students using the library over the last one year has decreased significantly. The College Principal has requested you to investigate the matter. Assume that you have carried out the investigations and write a report. (16 marks)
13. (a) Explain **four** ways in which the chairperson of an interviewing panel can ensure that the best candidate is selected for a job. (8 marks)
- (b) Outline **four** responsibilities of customer care staff in an organization. (8 marks)
14. *Read the passage below and then answer the questions that follow it.* *Word*

Lake Turkana is the source of livelihood for more than 20,000 families through commercial fishing activities. However, the lake's water volume is likely to decline by 60 per cent in the next five to seven years. This is due to the construction of the Gibe Dam on Omo River by the Ethiopian government for irrigation and to generate electricity. While the dam will boost development in Ethiopia, civil rights groups argue that thousands of indigenous families downstream who depend on fishing and pastoralism, among others, stand to lose. The groups argue that the dam has interfered with fish breeding zones in the River Omo which drains 90 per cent of its water into Lake Turkana. Subsequently, there has been a drop in fish stocks in the lake. This has resulted in a scramble for fish between the Turkana community and their Merile counterparts from Ethiopia.

The transformation of several hectares of grazing fields in the River Omo basin into crop production is driving pastoralists from Ethiopia to invade Turkana North for pasture and water. Most parts of the basin are under crop production through irrigation systems. This has resulted in scarcity of pasture for members of the pastoral communities. Indeed, some members of the Merile community have abandoned pastoralism and embraced agricultural production which

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they consider more lucrative, hence the scramble for agro-pastoralism land. Population pressure is also causing conflict among pastoralists from the two countries. Even though the pastoralists have embraced farming, fish remains the main source of food and income to the Merile, Dasanach, Turkana and El Molo communities. The continued **meddling** with River Omo's breeding zones is posing a major threat to their socio-economic livelihood.

According to the Kenya Marine Fisheries Research Institute (KMFRI), Lake Turkana has a potential of generating Ksh.3 billion annually if proper management plans are **put in place**. However, KMFRI cites interference of fish breeding zones, siltation, use of improper fishing gears and poor handling processes as some of the factors that contribute to the waning quantities of fish and reduced revenue generation. Mismanagement of the Kalokool fish processing plant and frequent attacks on fishermen by militias are other factors that are derailing fishing activities in Lake Turkana. It is also claimed that the processing plant does not operate at its maximum capacity due to interference by politicians who have vested interests in the plant. Additionally, frequent attacks by militias have scared away potential investors from engaging in commercial fishing activities that would improve income generation and the livelihoods of the locals.

Following a peace agreement between Kenyan and Ethiopian leaders to contain armed conflict, the government has deployed additional Kenya Marine Police to patrol the lake and promote trade. It is expected that this action will **facilitate** commercial fishing and boost income generation. Before this action was taken, fishing activities at the lake had drastically declined after most traders moved out following recurrent attacks by raiders from the two communities. The Turkana County Government has **procured** equipment worth Ksh.51 million and an offshore patrol motorboat to enhance income generation from the fishing activities. This has seen income generation from fish around Lake Turkana increase from Ksh.12 million to Ksh.16 million and the production improving from 31 tonnes to 35 tonnes within six months.

Among equipment the county government acquired include 12,661 fishing nets and 15,000 floaters that were distributed to fishermen along the lake. The county also plans to procure an extra motorboat and fibre glass boats to access deeper water for big fish as 97 per cent of fishermen in the lake are still restricted at the periphery. The county government also released Ksh.31 million for reviving the Turkana Fishermen Cooperative Society that was active in the early 1990s. The society will buy and process fish from members and establish ready markets to boost the fishing sector in Northern Kenya.

Adapted from: Business Daily, 7 October 2021

- (a) State the meaning of the following words and phrases as used in the passage.
- (i) scramble - to do away with.
 - (ii) scarcity - to avoid illegal thing.
 - (iii) meddling
 - (iv) put in place - coming up with.
 - (v) facilitate - cause.
 - (vi) procured - secure. (6 marks)
- (b) In about 120 words and according to the passage, write a summary on the measures that have been taken to revive the declining fishing industry in Lake Turkana. (8 marks)
- (c) Highlight four negative effects of constructing the Gibe Dam on Omo River. (4 marks)

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