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1503/201      1602/201  
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1521/201

**COMMUNICATION SKILLS**

**June/July 2020**

**Time: 3 hours**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**CRAFT CERTIFICATE IN MECHANICAL ENGINEERING  
(PRODUCTION OPTION)**

**CRAFT CERTIFICATE IN AUTOMOTIVE ENGINEERING**

**CRAFT CERTIFICATE IN WELDING AND FABRICATION**

**CRAFT CERTIFICATE IN ELECTRICAL AND ELECTRONIC TECHNOLOGY**

**(POWER OPTION) (TELECOMMUNICATION OPTION)**

**CRAFT CERTIFICATE IN BUILDING TECHNOLOGY**

**MODULE II**

**COMMUNICATION SKILLS**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

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

*Answer ALL the questions in section A and any FOUR questions from section B.*

*Maximum marks to each part of a question are indicated.*

*Candidates should answer the questions in English.*

**This paper consists of 3 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 (20 marks)**

Answer ALL the questions in this section.

1. State **two** advantages of using visual communication. (2 marks)
2. Explain the term 'encoding' as used in communication. (2 marks)  
*The process of downloading the msg to the receiver that*
3. Outline **two** characteristics of an effective chairperson of a meeting. (2 marks)  
*Time keeping, Decision maker*
4. Explain **two** types of information that should be contained in the terms of reference section of a report. (2 marks)
5. State **four** reasons that may make an employee to appear before a disciplinary committee. (2 marks)
6. State **two** characteristics of informal communication. (2 marks)
7. List **two** disadvantages of downward communication. (2 marks)  
*It encourages unnecessary work*
8. State **two** circumstances under which an organization may use video conferencing as a means of communication. (2 marks)  
*When there is need for demonstration*
9. List **four** types of meetings that may be held in an organization. (2 marks)  
*1) the informative meeting, 2) personal role in, 3) formal video clip*
10. State **four** ways in which a sender may minimise barriers to effective communication. (2 marks)

**SECTION B: (80 marks)**

Answer any **FOUR** questions from this section.

11. ✓ (a) Explain **four** activities that a public relations officer may undertake to improve the corporate image of an organization. (8 marks)
- (b) The management of the organization you work for intends to carry out an inspection of operations in two weeks' time. As the Assistant Operations Manager, write a memorandum to all the members of staff informing them about this event. (8 marks)
- (c) Outline **four** benefits that the management of an organization may derive from installing suggestion boxes. (4 marks)  
*• saves time  
• privacy  
• fast*

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12. (a) The company you work for recently interviewed candidates for the position of Production Manager. As the Human Resource Officer, write an appointment letter to the successful candidate. (10 marks)
- (b) Explain four roles of an interviewee in the process of recruitment interview. (8 marks)
- (c) Explain the term 'protocol' as used in communication. (2 marks)
13. (a) You are the secretary of the welfare committee of Jibu Enterprises. The committee recently held a meeting during which the following agenda items were discussed.
- (i) starting a poultry project; <sup>present</sup>
- (ii) increasing monthly contributions;
- (iii) trip to Lamu.
- Write the minutes. (16 marks)
- (b) Outline four causes of poor communication in an organization. (4 marks)
14. (a) (i) Outline four disadvantages of using observation as a method of collecting data for report writing.   
 help in decision making -  
 help in planning policies.
- (ii) Explain four characteristics of a good formal report. (12 marks)
- (b) Explain four reasons that may have led to the increased use of mobile phones as a means of communication.   
 it is also form of entertainment  
 faster means of communication  
 readily available  
 suitable for both intranet & internet use.
15. (a) Explain four roles of non-verbal communication during an oral conversation.   
 - it reduces noise. (8 marks)
- (b) Outline four ways of portraying diplomacy when communicating. (4 marks)
- (c) Explain four disadvantages of using Information Communication Technology (ICT) to communicate in an organization.   
 Time  
 cost  
 literacy  
 illiterate  
 expensive (8 marks)
16. (a) Explain four interpersonal skills that a person should possess to handle customers effectively.   
 Take order  
 skills  
 process  
 returns - gives customer information  
 be flexible. (8 marks)
- (b) Outline four uses of feedback in the communication process.   
 Mobile send to plan a subsequent message  
 how the info was understood (4 marks)
- (c) Explain four guidelines that a person should follow when giving oral instructions. (8 marks)

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End the scale  
to show top  
numbers  
is the  
retain the marks only