

1507/213
1802/201
1907/201
COMMUNICATION SKILLS
July 2012
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
CRAFT CERTIFICATE IN BAKING TECHNOLOGY
CRAFT CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION, SALES
AND SERVICE

MODULE I

COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of TWO sections; A and B. Section A and B have 15 and 5 marks respectively. Answer ALL questions in section A and any other THREE questions from section B. Marks for each part/and section of a question are as indicated.

This paper consists of 4 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 (55 marks)

Answer ALL the questions in this section.

1. State the **three** activities carried out by a sender of a message before he conveys the message. (3 marks)
2. State **four** benefits of effective communication in an organisation. (4 marks)
3. Highlight **four** advantages of grapevine communication. (4 marks)
4. Mr. Kibolia is the manager of Unitia Bakery. He likes using written communication when giving information. State **four** limitations of using this form of communication. (4 marks)
5. Outline **three** activities an interviewer should engage in during the opening stage of an employment selection interview. (3 marks)
6. State **three** advantages of asking multiple type of questions during an interview. (3 marks)
7. Identify **four** roles each participant in a meeting should play to help make the meeting effective. (4 marks)
8. Outline **five** duties performed by the secretary of any meeting. (5 marks)
9. Identify **four** methods of communication that can be used in lateral communication. (4 marks)
10. State **four** benefits of good public relations. (4 marks)
11. Identify **three** advantages of a decentralized filing system. (3 marks)
12. State the **three** types of effective communication skills. (3 marks)
13. State **five** principles of effective communication. (5 marks)
14. Highlight **three** reasons why formal communication should be encouraged in an organization. (3 marks)
15. Outline **six** methods that can be used to collect information for a report. (3 marks)

SECTION B (45 marks)

Answer THREE questions from this section.

16. (a) The use of internet in business organizations has been on the rise. State **three** ways in which this trend has positively influenced communication. (3 marks)
- (b) (i) Explain how each of the following may act as a barrier to effective communication.
- I. unsolicited information; (2 marks)
 - II. dress and grooming; (2 marks)
 - III. lack of feedback. (2 marks)
- (ii) Suggest **one** way in which each of the barriers in 16 (b) (i) can be overcome. (6 marks)
17. (a) Each of the following sentences contains an error. Rewrite each sentence correcting the error. (5 marks)
- (i) He is the most learned between the twenty employees.
 - (ii) You're refund will be ready in two days.
 - (iii) A set of keys were found along the path.
 - (iv) The driver was fined because he failed to obey school rules.
 - (v) The government still supports free education to all children.
- (b) State **five** common mistakes that occur when using email for business communication. (5 marks)
- (c) Identify **five** factors to consider when choosing an appropriate channel of communication. (5 marks)
18. (a) From the words in brackets, select the one which completes the sentence correctly. (5 marks)
- (i) Jim was the _____ (smarter, smartest) of the two young men.
 - (ii) They dreaded _____ (losing, loosing) in the match.
 - (iii) We are yet to be provided with _____ (stationery, stationary).

- (iv) Each member of staff must do his _____ (beat, bit).
- (v) (Further, Farther) _____ discussion will be held next week.

(b) Explain the meaning of the following types of meetings:

- (i) informal meetings;
- (ii) working parties;
- (iii) departmental meeting;
- (iv) management meeting;
- (v) annual general meeting.

(10 marks)

19. The Managing Director of Daani Bakery Limited has noted with great concern a decline in number of customers visiting the organization. As the General Manager, you have been requested to investigate this matter and write a report. Assuming you have completed the investigations, write the report. (15 marks)

20. The Executive Board of Rens Bakers Limited recently held a meeting in which the following issues were discussed:

- (i) Opening of a new branch;
- (ii) Increase in variety of products;
- (iii) Increased sales campaigns.

As the secretary to the board, write the minutes.

(15 marks)