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Name: _____

Index No: _____

1801/201

1802/201

1907/201

COMMUNICATION SKILLS

June/July 2013

Time: 3 hours



Candidates Signature: _____

Date: _____

THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN FOOD & BEVERAGE PRODUCTION AND SERVICE
CRAFT CERTIFICATE IN BAKING TECHNOLOGY
CRAFT CERTIFICATE IN FASHION DESIGN AND GARMENT MAKING TECHNOLOGY

MODULE II

COMMUNICATION SKILLS

3 hours



INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of TWO sections; A and B.

Answer ALL the questions in Section A and any THREE questions from section B in the spaces provided .

Marks for each question are as indicated.

Candidates should answer the questions in English.

For Examiner's Use Only

Section	Questions	Maximum Score	Candidate's Score
A	1 - 15	55	
B		15	
		15	
		15	
Total Score		100	

This paper consists of 14 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 on the spaces provided after each question.

1. Identify **eight** forms that external communication in an organization may take (4 marks)

2. State **four** details that may be covered in a routine report of a bakery. (4 marks)

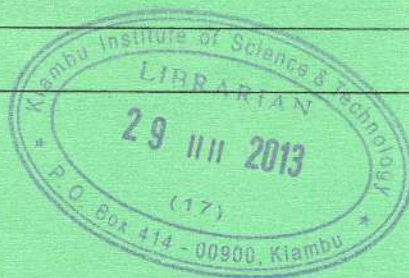
3. Identify **six** types of interviews that may be conducted in an organization. (3 marks)

4. State **three** limitations of closed questions during an interview. (3 marks)

5. (a) Explain the meaning of the term 'filing'. (2 marks)

(b) State **two** consequences of an improper filing system. (2 marks)

6. Outline **eight** receiver-oriented barriers to effective communication. (4 marks)



7. State **four** ways in which effective communication contributes to effective management in an organization. (4 marks)

8. Outline two roles played by each of the following in the process of communication;

(i) sender; (2 marks)

(ii) receiver. (2 marks)

9. Non-verbal communication provide great reinforcement to verbal communication. State **four** advantages of this form of communication. (4 marks)

10. Listening is a very important aspect of effective communication. Explain how each of the following hinders effective listening: (4 marks)

(i) selective listening;

(ii) pre-judgement.

11. State **four** guidelines to follow when using email for business communication. (4 marks)

12. Distinguish between 'message encoding' and 'message decoding'. (4 marks)

13. As the Bakery Manager in Uwezo Bakeries Ltd, state **three** reasons why minutes of a meeting are important. (3 marks)

14. State **three** ways in which the management of a bakery can make downward communication effective. (3 marks)

15. Identify **six** components of minutes of a meeting. (3 marks)

SECTION B (45 marks)

Answer any **THREE** questions from this section on the space lines provided after question 20.

16. (a) Explain the meaning of effective communication. (2 marks)
- (b) State **three** advantages and **three** disadvantages of oral communication. (6 marks)
- (c) State **seven** functions of reports in organizations. (7 marks)
17. (a) (i) Explain the meaning of a 'business report'. (2 marks)
- (ii) With reference to **one** example in each case, explain the following types of reports:
- I. statutory report; (3 marks)
- II. non-statutory report. (3 marks)
- (b) State **seven** preparations that ought to be made by an interviewee before the interview day. (7 marks)
18. (a) Re-write the following sentence using the correct words from the alternatives given.
- (i) If you are not careful, you will lose/loose your documents. ($\frac{1}{2}$ mark)
- (ii) The train reached at/arrived at Lagos as seven O'clock. ($\frac{1}{2}$ mark)
- (iii) The prisoner lay/lie/lied to the Judge. ($\frac{1}{2}$ mark)
- (iv) She has been lying/laying/lieing in bed all morning. ($\frac{1}{2}$ mark)
- (v) The doctor advised him to lose/loose weight. ($\frac{1}{2}$ mark)
- (vi) We won/beat that team in football last week. ($\frac{1}{2}$ mark)
- (b) The management of Depy Bakeries has noted a great decline in sales of its products over a period of six months. As the Communications Manager, you have been requested to investigate the matter and write a report. Write the report. (12 marks)

19. (a) Write each of the following sentences in the indirect speech form using the introductory words provided.

(i) "Did you watch the movie I gave you last night?"

My friend asked me...

(1 mark)

(ii) "Anybody who finds the ring and hands it in at a police station will be rewarded."
The notice read...

(1 mark)

(iii) "You haven't returned the book I lent you six months ago."
He told me...

(1 mark)

(b) Write an essay of about 250 words on the topic "The importance of advertising in the Baking Industry".

(12 marks)

20. (a) Highlight **seven** problems that may be encountered in upward communication.

(7 marks)

(b) State the **eight** steps in summary writing.

(8 marks)

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