

1507/212A 1903/201
1801/201 1904/201
1802/201 1907/201
1901/201 1908/201

COMMUNICATION SKILLS

June/July 2017

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN FASHION DESIGN AND GARMENT MAKING TECHNOLOGY

CRAFT CERTIFICATE IN BAKING TECHNOLOGY

CRAFT CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION AND SERVICE

CRAFT CERTIFICATE IN PETROLEUM GEOSCIENCE

CRAFT CERTIFICATE IN FOOD PROCESSING AND PRESERVATION TECHNOLOGY

CRAFT CERTIFICATE IN SCIENCE LABORATORY TECHNOLOGY

MODULE II

COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

You should have an answer booklet for this examination .

This paper consists of TWO sections; A and B.

Answer ALL questions in Section A and the specified THREE questions from Section B.

Marks for each part of a question/section are indicated.

Candidates should answer the questions in English.

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 questions in this section.

1. Identify **six** positive non-verbal communication cues. (3 marks)
2. State **four** advantages of using the fax for business communication. (4 marks)
3. Distinguish between *orders* and *instructions* as used in communication. (4 marks)
4. Explain **two** circumstances under which probing questions may be used during an interview. (4 marks)
5. State **four** problems that are associated with poor filing in an organisation. (4 marks)
6. Outline **four** disadvantages of oral communication. (4 marks)
7. Highlight **four** positive contributions of formal communication to an organisation. (4 marks)
8. State **four** components of noise in relation to the process of communication. (4 marks)
9. State **three** preparations that may be made in an organization before a recruitment interview. (3 marks)
10. Explain **two** differences between a command meeting and a committee meeting. (4 marks)
11. Outline **three** roles of public relations department in an organisation. (3 marks)
12. Outline the stages in the process of communication. (3 marks)
13. Explain **two** disadvantages of diagonal communication. (4 marks)
14. Distinguish between an 'argumentative' essay and an 'analytical' essay. (4 marks)
15. Outline **three** consequences of poor public relations in an organisation. (3 marks)

SECTION B (45 marks)

Answer question 16 and 17 and any other ONE question from this section.

16. (a) Outline **five** types of information that should be included in the terms of reference (TOR) of an investigative report. (5 marks)
- (b) Explain **five** reasons that may make it necessary for an organisation to write a business report. (10 marks)
17. (a) State **five** guidelines that a listener should follow to ensure effective listening in a communication situation. (5 marks)
- (b) Explain **five** guidelines that should be followed to ensure clarity in communication. (10 marks)
18. (a) Outline **three** reasons that make indexing an important aspect in relation to filing. (3 marks)
- (b) Write an essay of about 250 words on the topic, "Ways of improving customer service in the food industry". (12 marks)
19. (a) Explain **two** reasons that make it necessary for an organisation to maintain good relations with its employees. (4 marks)
- (b) The management of Popi Bakers and Foods Limited held a meeting during which the following business was transacted:
- (i) opening a new branch;
 - (ii) increasing annual sales;
 - (iii) team building.
- Assuming you were the secretary during the meeting, write the minutes. (11 marks)
20. (a) Re-write the following paragraph putting the verbs in brackets in the correct form:
- Last year, only a few participants (attend) the annual conference. Many more (attend) if the organizers (inform) the concerned organizations in good time. This year, the organizers (take) no chances as the information (reach) the organisations six months ago. It is hoped that the attendance (be) better. (3 marks)

- (b) Explain **three** circumstances under which grapevine communication may thrive in an organisation. (6 marks)
- (c) Explain measures that the management of an organisation may take to make downward communication effective. (6 marks)

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