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COMMUNICATION SKILLS

June/July 2018

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 CRAFT
CERTIFICATE IN FISHERIES SCIENCE AND TECHNOLOGY
MODULE II

COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of TWO sections; A and B.

Answer ALL questions in Section A. In section B, answer questions 16 and 17 and any other ONE question.

Write your answers in the answer booklet provided.

Marks for each part of a question 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. The following are the steps involved in the process of communication. Arrange them in their correct order.

Message decoding ⁵
Supply of feedback ⁶
Message conceptualization ²
Message encoding ³
Selection of the medium ⁴
Transmission of the message ¹

(3 marks)

2. Outline **four** situations when the use of improper words may hinder effective communication. (4 marks)
3. List **six** forms of verbal communication that may be used in an organization. (3 marks)
4. State **four** ways in which the management of an organization may facilitate upward communication. (4 marks)
5. Explain **two** limitations of formal communication. (4 marks)
6. List **six** sources of information for a business report. (3 marks)
7. Highlight **three** benefits that an employee may derive from effective business meetings. (3 marks)
8. State **five** ways in which an employee may demonstrate etiquette during a staff meeting. (5 marks)
9. Rewrite each of the following sentences filling in the blank spaces with the correct word from those in brackets:
- (a) Carol and we ate lunch. (Me, I, Myself).
- (b) Mike prepared the dish for Peter and me. (Me, Myself, I).
- (c) I cooked lunch for Simon and my. (I, Me, Myself). (3 marks)
10. Distinguish between a special report and a routine report as used in an organization. (4 marks)

11. A candidate preparing for a job interview requires to predict areas on which interview questions may be based. Highlight **four** such areas. (4 marks)
12. State **four** advantages of the alphabetical system of classifying documents. (4 marks)
13. Outline **three** ways in which good public relations may contribute to the success of a business enterprise. (3 marks)
14. Highlight **four** limitations of informal communication. (4 marks)
15. Explain each of the following characteristics of a good summary:
- (a) comprehensive;
- (b) independent. (4 marks)

SECTION B: (45 marks)

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

16. (a) State **three** types of information that may be contained in the title page of a formal report. (3 marks)
- (b) Explain each of the following parts of a report:
- (i) the introduction;
- (ii) summary;
- (iii) discussion. (6 marks)
- (c) Explain **three** uses of formal reports in an organization. (6 marks)
17. (a) Explain the way in which each of the following principles may be applied in written communication:
- (i) conciseness;
- (ii) completeness;
- (iii) correctness. (6 marks)

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- (b) Outline **five** strategies that a listener may adopt to enhance effective listening during a face to face conversation. (5 marks)
- (c) Explain the way in which the management of an organization may minimize each of the following barriers to effective communication:
- (i) inadequate communication facilities;
 - (ii) complex organizational structure. (4 marks)
18. (a) Outline **five** non-verbal cues that may hinder communication during an oral presentation. (5 marks)
- (b) Explain **five** reasons that make communication an important aspect in the management of an organization. (10 marks)
19. (a) State **five** circumstances under which the management of an organization may prefer to use written communication. (5 marks)
- (b) The diagonal channel of communication is not popular in some organizations. Explain **three** reasons that may account for this lack of popularity. (6 marks)
- (c) Highlight **four** ways in which social media may contribute to the achievement of organizational objectives. (4 marks)
20. (a) Explain each of the following terms as used in meetings:
- (i) proxy;
 - (ii) quorum. (4 marks)
- (b) Explain **four** objectives that a job interview may seek to achieve. (8 marks)
- (c) State **three** receiver-related factors that may influence the reception of a message. (3 marks)

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