

1507/212A 1903/201
1801/201 1904/201
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COMMUNICATION SKILLS

Oct./Nov. 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
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.

Answer questions 16, 17 and ONE other question from section B.

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. (a) Explain the chronological method of classifying documents. (2 marks)
- (b) State **two** advantages of chronological method of classification. (2 marks)
2. Explain each of the following procedures that may be used to gather information for an investigative report:
 - (a) questionnaire;
 - (b) interview. (4 marks)
3. Highlight **three** guidelines that should be followed to ensure effective interpersonal communication. (3 marks)
4. Explain the **two** types of vertical communication as applied in an organization. (4 marks)
5. State **four** characteristics of informal communication. (4 marks)
6. Outline **three** benefits that may be associated with an electronic filing system in an organization. (3 marks)
7. Distinguish between open-ended questions and closed-ended questions as applied during an interview. (4 marks)
8. Highlight **four** disadvantages of using email to communicate in a firm. (4 marks)
9. Identify **four** techniques that may be used to boost the public image of an organization. (4 marks)
10. Outline **four** measures that the chairperson of a meeting may take at the planning phase to ensure its success. (4 marks)
11. State **three** circumstances under which a firm may use posters to communicate. (3 marks)
12. Highlight **three** uses of a colon in a piece of writing. (3 marks)
13. Explain each of the following terms as used in communication:
 - (a) sender;
 - (b) message. (4 marks)

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14. Outline **three** limitations of a group interview. (3 marks)
15. Explain each of the following phrases:
- (a) grapevine communication;
- (b) effective communication. (4 marks)

SECTION B (45 marks)

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

16. (a) Outline **three** features of a good business report. (3 marks)
- (b) Mr. Bidii, a supervisor at Upendo Enterprises, is preparing a quarterly departmental report to be presented to the management during the forthcoming meeting. Explain **six** types of information that may be included in this report. (12 marks)
17. (a) State **four** psychological barriers to effective communication. (4 marks)
- (b) Outline **three** indicators of poor listening during a face to face conversation. (3 marks)
- (c) Explain **two** ways in which each of the following principles of effective communication may be demonstrated:
- (i) correctness;
- (ii) courtesy. (8 marks)
18. (a) Explain the objective that each of the following types of interviews may seek to achieve in an organization:
- (i) evaluation interview;
- (ii) counselling interview. (4 marks)
- (b) The members of the staff welfare association at Pamar Limited recently held their annual general meeting (AGM). As the secretary to the association, write the minutes of the meeting. (11 marks)

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19. (a) Explain **four** measures that the management of an organization may take to minimize the harmful effects of grapevine communication. (8 marks)
- (b) (i) Distinguish between a conference and a panel discussion.
- (ii) State **three** benefits that a business enterprise may derive from sponsoring staff for external conferences. (7 marks)
20. (a) State **five** effects of poor communication in a business enterprise. (5 marks)
- (b) Rewrite each of the following sentences according to the instructions given in brackets:
- (i) They were locked in the police station despite pleas from their parents that they were innocent.
(Start with: In spite of...)
- (ii) He said "It is not good to quarrel with neighbours".
(Write in the indirect speech form).
- (iii) This is the gentleman I was telling you about him.
(Combine into one sentence).
- (iv) A man cut down a tree.
(Write in the passive voice).
- (v) I and you are friends.
(Write the sentence correctly).
- (10 marks)

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