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**COMMUNICATION SKILLS**

June/July 2019

Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**CRAFT CERTIFICATE IN FASHION DESIGN AND GARMENT MAKING TECHNOLOGY**  
**CRAFT CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION AND SERVICE**  
**CRAFT CERTIFICATE IN CHILDCARE AND PROTECTION**  
**CRAFT CERTIFICATE IN PETROLEUM GEOSCIENCE**  
**CRAFT CERTIFICATE IN FOOD PROCESSING AND PRESERVATION TECHNOLOGY**  
**CRAFT CERTIFICATE IN SCIENCE LABORATORY TECHNOLOGY**  
**CRAFT CERTIFICATE IN BAKING 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. Answer questions 16 and 17 and any other ONE question from section B 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. Explain each of the following types of communication:
  - (a) interpersonal;
  - (b) informal. (4 marks)
2. Kevin is in the process of collecting information for an investigative report. List **six** methods that he may use to collect the information. (3 marks)
3. Explain upward communication, stating **two** examples of a subject matter that may be communicated using this channel. (3 marks)
4. State **four** positive contributions of grapevine communication in a business enterprise. (4 marks)
5. Explain **two** circumstances under which the manager of an enterprise may prefer to use the cell phone to communicate with an employee. (4 marks)
6. State **three** advantages of using the geographic method to classify documents. (3 marks)
7. Outline **four** considerations that may be made when choosing the visual aids to use during a business presentation. (4 marks)
8. Explain the role of each of the following items of an agenda of a meeting:
  - (a) matters arising;
  - (b) any other business. (4 marks)
9. List **six** skills that a public relations officer should possess. (3 marks)
10. Explain the importance of each of the following features of a good paragraph:
  - (a) unity;
  - (b) coherence. (4 marks)
11. Explain **two** interpersonal communication skills that an interviewer may demonstrate during a face to face interview. (4 marks)
12. Outline **three** indicators of a poorly conducted meeting. (3 marks)

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13. The management of Tabs Enterprises Ltd. emphasises on provision of feedback during communication. Outline **four** reasons that may account for this emphasis. (4 marks)
14. State **four** objectives that effective communication may seek to achieve in an organization. (4 marks)
15. Highlight **four** ways in which the agenda may contribute to the effectiveness of a meeting. (4 marks)

**SECTION B: (45 marks)**

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

16. (a) State **two** bases on which business reports may be classified, giving an example in each case. (3 marks)
- (b) Explain **six** reasons that make reports important in a business enterprise. (12 marks)
17. (a) Explain the role of each of the following skills in effective communication:
- (i) clear thinking;
- (ii) effective listening. (4 marks)
- (b) State **five** rules that should be followed to achieve brevity in a message. (5 marks)
- (c) Explain each of the following terms as used in communication:
- (i) barrier;
- (ii) consideration;
- (iii) eye contact. (6 marks)
18. (a) Highlight **five** duties of a member in a formal meeting. (5 marks)
- (b) Explain **three** factors that may hinder horizontal communication in an organization. (6 marks)
- (c) Explain **two** circumstances under which the group interview may be appropriate in an organization. (4 marks)

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19. (a) Explain **three** reasons that make effective filing important in an organization. (6 marks)
- (b) List **six** types of stakeholders with whom an organization should maintain good relations. (3 marks)
- (c) Rewrite each of the following sentences filling in the blank spaces with the correct form of the work in brackets:
- (i) Each day and hour \_\_\_\_\_ fresh news (*bring*).
- (ii) She \_\_\_\_\_ here three days ago (*come*).
- (iii) I have \_\_\_\_\_ for him for two hours (*wait*).
- (iv) I was \_\_\_\_\_ behind the door (*stand*).
- (v) He \_\_\_\_\_ this sum within ten minutes (*do*).
- (vi) Kisumu is \_\_\_\_\_ from Nairobi than Nakuru (*far*). (6 marks)
20. (a) State **three** roles played by a sender in the communication process. (3 marks)
- (b) Outline **four** limitations of visual communication. (4 marks)
- (c) Rewrite each of the following sentences correcting the error in each case:
- (i) two litres of milk a day are enough for us.
- (ii) I went to Mombasa during the December vacations.
- (iii) The sceneries of Kenya are wonderful.
- (iv) He has ten heads of cattle. (8 marks)

**THIS IS THE LAST PRINTED PAGE.**

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