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COMMUNICATION SKILLS

June/July 2023

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN FASHION DESIGN AND GARMENT MAKING TECHNOLOGY
CRAFT CERTIFICATE IN FOOD AND BEVERAGE PRODUCTION SALE AND SERVICE
CRAFT CERTIFICATE IN CHILD CARE AND PROTECTION
CRAFT CERTIFICATE IN PETROLEUM GEOSCIENCE
CRAFT CERTIFICATE IN FOOD PROCESSING AND PRESERVATION TECHNOLOGY
CRAFT CERTIFICATE IN SCIENCE LABORATORY TECHNOLOGY
CRAFT CERTIFICATE IN SOCIAL WORK AND COMMUNITY DEVELOPMENT
CRAFT CERTIFICATE IN SUSTAINABLE AND ECOLOGICAL AGRICULTURE
CRAFT CERTIFICATE IN NUTRITION AND DIETETICS
CRAFT CERTIFICATE IN BAKING TECHNOLOGY
CRAFT CERTIFICATE IN FISHERIES SCIENCE AND 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 the questions in Section A. In section B, answer question 16 and TWO other questions.

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 the questions in this section.

1. State **three** activities that the receiver should carry out in the process of communication. (3 marks)
2. Outline **four** criteria that a message should meet to enhance the effectiveness of communication. (4 marks)
3. State **three** ways in which the language used by the sender may hinder effective communication. (3 marks)
4. Highlight **four** characteristics of grapevine communication. (4 marks)
5. Outline **four** advantages of written communication. (4 marks)
6. List **four** methods through which information may be conveyed horizontally in an organization. (4 marks)
7. Outline **three** requirements that a meeting should satisfy to be considered valid. (3 marks)
8. Identify the preposition and the verb in each of the following sentences:
 - (a) Do you see the poor man at the corner?
 - (b) Over half a million people attended the event.
 - (c) People had to ration their food supplies during the war.(3 marks)
9. State **five** types of information that may be contained in the 'Terms of Reference' section of an investigative report. (5 marks)
10. Explain **two** guidelines that should be followed when writing the recommendations of an investigative report. (4 marks)
11. Explain **two** reasons that make it necessary for an interviewee to dress appropriately during a job interview. (4 marks)
12. Outline **three** qualities of a good filing system. (3 marks)

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13. Most organizations emphasize on good public relations. State **four** reasons that may account for such emphasis. (4 marks)
14. The public relations department of Sawa Fresh Limited is in the process of designing a brochure. State **four** guidelines that should be followed to enhance its effectiveness. (4 marks)
15. Some organisations face certain communication challenges as a result of having some employees working from home. Outline **three** measures that should be taken to overcome such challenges. (3 marks)

SECTION B (45 marks)

Answer question 16 and any other TWO questions from this section.

16. (a) State **three non-verbal indicators** of active listening during a face to face conversation. (3 marks)
- (b) As a supervisor of an on-going project at Wakesho Limited, write a report in the memorandum form to update the project manager on the project. (12 marks)
17. (a) Outline **three demerits of formal communication**. (3 marks)
- (b) Explain **four** ways in which a receiver may enhance the effectiveness of a telephone conversation. (8 marks)
- (c) List **four** skills that a person should possess to effectively chair a meeting. (4 marks)
18. (a) Explain **three** functions of feedback in the process of communication. (6 marks)
- (b) Explain **three** advantages of the subject classification of documents. (6 marks)
- (c) State **three** roles that members should play to enhance the success of a meeting. (3 marks)

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Turn over

19. (a) Distinguish between *open* posture and *closed* posture as non-verbal communication signals. (4 marks)
- (b) The following paragraph contains errors. Rewrite the paragraph correcting the errors.
- Step rise in the population of the country after independence is another factor responsible for coursing inflation. During the last forty year, the late of population growth has been 4 - 5 percent per annum. Rising population multiplies demands for all kinds of goods and surfaces.*
- (8 marks)
- (c) Highlight **three** benefits of effective communication to an organisation. (3 marks)
20. (a) Outline **three** characteristic of a suitable interview venue. (3 marks)
- (b) Write an essay of about 300 words on the topic, "The Impact of Covid-19 Pandemic on Families in Kenya:." (12 marks)

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