

SECTION A (32 marks)

Answer ALL the questions in this section in the spaces provided after each question.

1. State **three** features of an effective message. (3 marks)

2. Outline **three** reasons that would make the recipient of a message fail to give feedback. (3 marks)

3. Highlight **three** circumstances when it would **not** be appropriate to use the telephone to communicate. (3 marks)

4. Outline **three** reasons why it is important to use persuasive language when communicating. (3 marks)

5. List **four** items that should appear in the agenda of an annual general meeting. (4 marks)

6. Give **three** advantages of using the observation method to collect information for report writing. (3 marks)

7. Outline **four** duties of the committee chairman during a meeting. (4 marks)

8. State **three** tips that an interviewee should follow when dressing for an interview. (3 marks)

9. Outline **three** positive effects of using information technology to communicate in modern offices. (3 marks)

10. Outline **three** public relations skills that an individual should have in order to endear himself to the public. (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section in the spaces provided after question 14.

11. (a) Many housing estate developers are advertising newly developed houses on television. Explain **five** reasons that may account for the choice of this channel of communication. (10 marks)
- (b) You work for Jitegeme Wholesalers as a communications assistant. The business will be closing for annual stock taking for a period of two days next week. Write a notice to your clients giving them this information. (8 marks)
12. You are the secretary of the Welfare Committee of Tulia Boda Boda Association. The committee held a meeting last week and discussed the following agenda items:
- (i) a seminar for members on traffic rules;
 - (ii) rising insecurity of the riders;
 - (iii) control of the fares.
- Write the minutes. (16 marks)
13. Alice Kadzo attended an interview for the position of Public Relations Assistant at Ukweli Enterprises three weeks ago. She passed the interview. Write a letter offering her the job. (16 marks)

14. *Read the following passage and then answer the questions that follow.*

Kenya is in a risky situation in terms of ensuring fair access to food for all its citizens. About 25 percent of Kenyans (10 million) are considered to be food insecure for they do not have three decent meals a day. In the coming years, their numbers could increase unless **drastic measures** are taken to reverse the situation. The population has been increasing at an annual rate of about 2.6 per cent, translating into an estimated one million children born each year. This requires increased domestic food production or ability to import food from international markets to bridge the deficits.

An increased population is not a bad thing, especially if more Kenyans keep joining the middle income class. A growing **middle class** implies higher purchasing power leading to increased demand for food. Therefore, a positive response from the supply side of the food sector is required; that is, food production should increase. This would be good news for the many Kenyans who live in the rural areas as they derive their livelihood from agriculture. However, there is a highly uneven distribution of productive land with the majority of farmers being small scale operators. This limits the scope for increased food production and hence their marketed surplus may be insignificant. Moreover, most of the small-scale farmers lack adequate storage facilities and may experience huge losses during the occasional bumper harvest. In the case of commercial farmers, the high cost of inputs and high interest rates put a damper on increased food production in the short-run. Weather patterns have also become increasingly **unpredictable**, with frequent cases of extreme conditions - drought or flooding. This makes it difficult for farmers to plan for planting as well as storage.

There is a large number of female-headed households in the rural areas. These households may have limited access to resources such as land and are, therefore, unlikely to make a significant contribution in terms of food production. In addition, there are refugees from neighbouring countries, especially in northern Kenya, who cannot produce food and largely rely on domestic humanitarian supplies. It is estimated that about 78 per cent of Kenyans are below 34 years. About 61 per cent of the youth are unemployed and the agricultural sector can offer them alternative productive livelihoods. However, a good number of them consider agriculture to be the preserve of the less-educated since most primary and secondary school **dropouts** get absorbed therein. Those who may wish to actively engage in agriculture lack important resources such as land, capital and other inputs.

Kenya is experiencing rapid urbanization as a result of the population growth rate, estimated at around 3.6 per cent per year. An estimated 32 per cent of Kenyans live in urban areas and this could reach 54 per cent by 2030. These **urbanized** Kenyans rely on markets and existing farmers to ensure reliable food supply at affordable prices. This cannot be guaranteed unless structural inefficiencies such as dependence on rainfall for farming are addressed. In addition, agricultural markets are usually faced with challenges related to information and infrastructure, especially in relation to transport and storage. This results in situations where one region in Kenya has a food surplus while others have a deficit and as a consequence, prices remain high.

The challenging realities that confront Kenya in tackling the worsening food situation require sober and wholesome approaches. As Kenya designs policy strategies to feed her people, it is important to realize that adequate food stocks for the domestic market will only work if neighbouring countries have enough. If this is not the case, food will be exported to neighbouring countries to take advantage of high food prices. What this means is that, at the national level, the marketed surplus should be enough even for export. If a neighbouring country is experiencing a food deficit, restricting exports may not work and is likely to provide an **incentive** for illegal cross-border trade in food. It is also possible for domestic food prices to stabilize if neighbouring countries, especially those in the East African Community, have food surpluses. For this to work, movement of food should not be restricted.

Adapted from: "Saturday Nation", November 17, 2012

- (a) In about 150 words, and according to the passage, explain why it is difficult to drive away famine in Kenya. (12 marks)
- (b) State the meaning of the following words and phrases as used in the passage.
- (i) drastic measures
 - (ii) middle class
 - (iii) unpredictable
 - (iv) dropouts
 - (v) urbanized
 - (vi) incentive (6 marks)