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**COMMUNICATION SKILLS**

November 2018

Time: 3 hours



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**DIPLOMA IN SUPPLY CHAIN MANAGEMENT**  
**DIPLOMA IN BUSINESS MANAGEMENT**  
**DIPLOMA IN COOPERATIVE MANAGEMENT**  
**DIPLOMA IN ROAD TRANSPORT MANAGEMENT**  
**DIPLOMA IN INFORMATION SCIENCE**  
**DIPLOMA IN ENTREPRENEURSHIP**  
**DIPLOMA IN PROJECT MANAGEMENT**  
**DIPLOMA IN INVESTMENT MANAGEMENT**  
**DIPLOMA IN MARITIME TRANSPORT LOGISTICS**  
**DIPLOMA IN HUMAN RESOURCE MANAGEMENT**  
**DIPLOMA IN DISASTER MANAGEMENT**

**MODULE I**

**COMMUNICATION SKILLS**

**3 hours**

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of 14 questions in TWO sections; A and B.*

*Answer ALL the questions in both sections in the answer booklet provided.*

*Candidates should answer the questions in English.*

**This paper consists of 5 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 (32 marks)***Answer ALL the questions in this section.*

1. List **three** challenges that one may face when passing information orally in an organization. (3 marks)
2. State **three** ethical issues that should be observed when communicating. (3 marks)
3. List **four** consequences of convening abrupt meetings. (4 marks)
4. List **four** measures that an interviewer should take to make a job selection interview successful. (4 marks)
5. State **three** advantages of maintaining good customer care. (3 marks)
6. List **three** factors that encourage grapevine communication in an organization. (3 marks)
7. State **three** reasons for using visual aids to communicate. (3 marks)
8. List **three** ways of showing etiquette when communicating orally. (3 marks)
9. State **three** ways in which Information Communication Technology is used in communication. (3 marks)
10. List **three** formats that may be used to write reports. (3 marks)

**SECTION B (68 marks)***Answer ALL the questions in this section.*

11. (a) The company you work for intends to launch a new product soon. As the Assistant Manager, write a letter to all your distributors informing them about it. (12 marks)
- (b) Explain **three** reasons why communication channels should be selected carefully. (6 marks)
12. (a) Explain **five** roles of Public Relations officers in an organization. (10 marks)
- (b) Explain **three** factors that may enhance horizontal communication in the work place. (6 marks)

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13. You are the secretary of Wema Self-Help Group. The group recently held its monthly meeting and discussed the following agenda items among others:

- (i) Inviting a guest speaker;
- (ii) Opening a bank account;
- (iii) Annual end of year trip.

A  
Annual end of year trip

Write the minutes.

(16 marks)

14. Read the passage below and then answer the questions that follow.

Lifestyle audit is a concept that has taken the Kenyan social and political space by storm since the method was **adopted** as one of the techniques to fight corruption. Lifestyle audit means looking at a person's way of life to determine whether the declared sources of income can support that person's standard of living. The difference between what a person has declared as their income and the actual cost of living is treated as illegally acquired wealth. This is assumed to have originated from the underworld economy made up of crime related activities such as corruption, drugs, counterfeits and human trafficking among others.

Psychologists say that those who engage in corrupt activities do so in order to live a luxurious life. This is with a view to be recognized by the society and especially those who have **made it** in life genuinely. Corrupt people spend their wealth on movable and immovable property and other activities. Such expenditure is easy to track in a lifestyle audit. When conducting lifestyle audits, investigators normally establish the **spending patterns** of an individual and compare it with the declared income. In cases where there are significant discrepancies, one is suspected to be corrupt and called upon to explain the reasons for the discrepancy.

There are various indicators that the investigation team reviews to identify a person's wealth acquisition and spending behaviour. Water and electricity bills are a crucial indicator. Connection to these services is a sign that an individual has attained some level of comfort. A person with a good income will not only have many electrical appliances but will also be **mindful of** his or her security. Such a person is likely to have security lights on throughout the night thereby pushing up the electricity bill. The investigation team will be interested in the bills of these two services as an indicator of the individual's income.

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Turn over

Schools and college fees for children is another indicator of income level. When income levels rise, people tend to provide good schools and college opportunities for their children and siblings. The general cost of taking a child to school or college varies greatly between public and private institutions. The investigating teams can look at uniforms, graduation photos, fees receipts and school correspondence to estimate the cost incurred. If the cost exceeds 25 percent of the declared income, then it is an indication of undeclared income.

In addition, the cost of hiring domestic workers can be an indicator of income flow. Affluent or well-off families are likely employ domestic workers such as cooks, baby sitters, shamba boys, watchmen and drivers. Where these domestic workers are not paid for by the employer as a benefit to the employee, then what is paid to them will be part of the individual's estimated income.

Ownership of property such as buildings, land and motor vehicles are also of interest to the investigators. Attention is paid to the value of property, time of purchase and cost of maintenance. The **cumulative** value of this property can be contrasted against the declared income.

Moreover, the kind of lifestyle outside the home can be assessed to indicate spending patterns. Air travel, hotel accommodation, supermarket purchases and membership to clubs, among others, can be examined. Further, philanthropic causes and harambee contributions can be a pointer at a person's expenditure patterns. Some people, especially politicians, make their contributions openly and such donations can be tabulated to ascertain how much an individual has given out in a certain period.

Although it is common practice for those who loot public coffers to hide their loot in family members' names and companies associated with them, it is still possible to identify disguised wealth and underdeclaration through lifestyle audits. Such people should then be required to explain how they are able to sustain lifestyles above their declared means. Such measures accompanied by appropriate actions will reduce the desire to divert public resources into private use. This is because corruption will no longer guarantee a luxurious lifestyle, but will instead lead to lengthy jail terms and hefty penalties as well as shame and loss of status.

*Adapted from: "People Daily," Tuesday, August 14, 2018.*

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- (a) State the meaning of the following words and phrases as used in the passage:
- (i) adopted;
  - (ii) made it;
  - (iii) spending patterns;
  - (iv) mindful of;
  - (v) levels rise;
  - (vi) cumulative. (6 marks)
- (b) In about 150 words and according to the passage, explain the indicators that investigators can use to identify a person's wealth acquisition and spending behaviour. (12 marks)

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