

2903/104 2913/104 2925/104
2906/104 2914/104 2926/104
2907/104 2922/104 2927/104
2909/104 2924/104

COMMUNICATION SKILLS

July 2022

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 **FOURTEEN (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. State **three** factors that may hinder downward communication. (3 marks)
2. State **three** consequences of holding meetings too frequently. (3 marks)
3. List **four** factors that may influence how a receiver decodes a message. (4 marks)
4. State **three** reasons why it is important for an organization to communicate with its publics. (3 marks)
5. State **three** situations where an organization may communicate via a press release. (3 marks)
6. State **three** reasons why organizations are using social media more to communicate to clients. (3 marks)
7. State **four** challenges that an organization may face when business reports are presented orally. (4 marks)
8. State **three** benefits that an organization may derive from maintaining good customer relations. (3 marks)
9. State **three** ways in which one may apply diplomacy when engaged in a discussion. (3 marks)
10. State **three** reasons why it is important to carry out audience analysis before communicating. (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Outline **four** ways in which an interviewer may prepare for an interview. (8 marks)
- (b) Njowe Limited requires a qualified person to fill the position of Procurement Officer. As the Human Resource Assistant, prepare an advertisement for the post. (10 marks)

12. (a) Explain the following terms as used in meetings:

- (i) amendment;
- (ii) convenor;
- (iii) quorum;
- (iv) proxy;
- (v) ad-hoc committee.

(10 marks)

(b) Explain **three** challenges that customer care providers may face when dealing with customers.

(6 marks)

13. Ngua Business College has introduced online teaching as a move to improve service delivery. However, the management has noted high levels of absenteeism by students. As the Personal Assistant to the principal, you have been asked to investigate the matter and write a report. Assume you have completed your investigations and write the report. (16 marks)

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

The internal combustion engine has been the cornerstone of the automobile industry for decades. However, it will soon be forgotten as electric vehicles (EVs) continue to gain popularity. According to the Global EV Outlook 2021 by the International Energy Agency (IEA), there were 10 million electric cars on the world's roads by the end of 2020. Globally, registration of electric cars increased by 41 percent in 2019 despite the 16 percent drop in overall car sales due to COVID-19. It is projected that by 2050 a bigger percentage of the cars on the world's streets will be electric thus helping reduce global carbon monoxide emissions by up to 1.5 gigatonnes per year.

Kenya is embracing this shift, and Kenya Power is planning to roll out electric vehicles charging points countrywide. KenGen has also announced plans to invest in electric car charging systems. In addition, the Ministry of Energy is considering making it **mandatory** for new buildings, including those owned by the state, to incorporate charging stations.

On its part, the government has provided fiscal incentives for EVs with a lower import duty of 20 percent compared to 30 percent for petrol and diesel vehicles. It aims to have electric vehicle imports account for five percent of the total number of vehicles registered in the country by 2025. This move was prompted by the need to reduce pollution, which, according to WHO, is responsible for about 5,000 respiratory related deaths in the country per year.

2903/104 2913/104 2925/104
2906/104 2914/104 2926/104
2907/104 2922/104 2927/104
2909/104 2924/104

3

Turn over

The **upsurge** in the electric car market is attributed to the advanced battery technology. The batteries can now store enough charge to cover between 250 and 450 kilometres when fully charged. This is enough to drive from Nairobi to Western Kenya or to the Coast comfortably. In spite of this, battery technology has instilled worries among conservationists with the bone of contention being that the materials needed to make the batteries are sourced from the seabed. Most automakers are pinning strategies on lithium ion batteries with cathodes made from oxide of nickel, manganese and cobalt, which already supply about half of EVs. Of the three, lithium faces the steepest increase in demand from the battery industry.

IEA's projections indicate that around 90 percent of the demand will come from EVs over the next 20 years. Some studies have projected that the demand for cobalt, lithium and nickel will **surpass** current mining reserves by 2050. Manufacturers have therefore turned to the seabed as the next frontier for mining these minerals. They believe the move is vital in addressing the imminent shortage of material for making EVs batteries in future. Owing to this, the International Seabed Authority (ISA) is expected to vote by 2022 on the draft standards and guidelines to pave the way for mining in more than 1.5 million square kilometres of international seabed in the Pacific and the Indian Ocean. The ISA standards and guidelines will be used to **regulate** activities in seabed areas beyond national jurisdictions.

The authority has issued about 30 contracts for exploration of deep-sea mineral deposits but mining will only be allowed four years after the approval of the standards and guidelines. However, in the eyes of the conservationists, this will pose a huge threat to the fragile marine ecosystem. They want ISA to **put on hold** the vote on the draft standards and guidelines arguing that the mining would have a destructive impact on the deep-sea ecosystem and biodiversity as it will lead to the extinction of species and destruction of sensitive habitat. They feel it will have a negative effect on fishing and food security, and compromise ocean carbon among other factors. In addition, waste ejected overboard by mining ships will create large plumes leading to toxic and suffocating pollution. Further, noise vibrations and light pollution from the mining equipment will stress the whales and other sea creatures thus endangering marine life.

Adapted from: 'Business Daily', 20 July 2020

2903/104	2913/104	2925/104
2906/104	2914/104	2926/104
2907/104	2922/104	2927/104
2909/104	2924/104	

- (a) State the meaning of the following words and phrase as used in the passage:
- (i) mandatory;
 - (ii) upsurge;
 - (iii) surpass;
 - (iv) regulate;
 - (v) put on hold.
- (5 marks)
- (b) Highlight **three** issues that demonstrate that Kenya is embracing electric vehicle technology. (3 marks)
- (c) In about 100 words and according to the passage, write a summary on why conservationists have petitioned against deep sea-mining. (10 marks)

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