

2902/104 2918/104
2908/104 2920/104
2912/104 2921/104
COMMUNICATION
July 2023
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING
DIPLOMA IN HUMAN RESOURCE MANAGEMENT
DIPLOMA IN TOURISM MANAGEMENT
DIPLOMA IN TOUR GUIDING MANAGEMENT
DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY
DIPLOMA IN PETROLEUM MANAGEMENT

MODULE I

COMMUNICATION

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 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 (32 marks)

Answer ALL the questions in this section.

1. State **three** measures that a speaker may take to prevent forgetfulness when passing information orally. (3 marks)
2. State **four** aspects of an organization that a candidate should be aware of when preparing for a job interview. (4 marks)
3. List **four** factors that may contribute to the lack of quorum in a meeting. (4 marks)
4. List **three** factors that may lead to lack of feedback from juniors in the communication process. (3 marks)
5. State **three** functions of external communication. (3 marks)
6. List **three** reasons why an organization may write a circular letter to its customers. (3 marks)
7. List **three** functions of non-verbal communication. (3 marks)
8. State **three** ways of making pie charts effective as visual aids. (3 marks)
9. List **three** factors that may contribute to high uptake of technology in an organization. (3 marks)
10. List **three** guidelines that should be followed when writing formal reports. (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Explain **four** strategies that a sender may adopt to minimize technical barriers when communicating. (8 marks)
- (b) Benta Limited will be conducting its annual general meeting and 1,000 shareholders are invited. Explain **four** challenges that may be experienced when conducting the meeting. (8 marks)
12. (a) Ms Karat prefers using oral communication to disseminate information to employees. Explain **three** reasons for such preference. (6 marks)
- (b) The employees of Sura Limited have been on strike for the last four days. Consequently, the firm cannot complete its projects on time. As the Office Assistant, write an apology letter to your clients. (12 marks)

13. The management of Watalii Game Park has noted that the number of tourists visiting the park has been declining for the last few years. As the Assistant Administrator, you have been asked to investigate the matter and write a report. Assume you have completed the investigations and write the report. (16 marks)
14. *Read the following passage and then answer the questions that follow.*

The government of Kenya has banned the importation of second-hand trucks. The ban is a move to promote local vehicle assembly and create more jobs. It also aims to cut the number of old vehicles on the country's roads in the wake of the war against **harmful** emissions.

Data from the Kenya National Bureau of Statistics shows that local motor vehicle assembly firms produced 6,535 buses, trucks, and prime movers in 2021. As the ban takes effect, the local assembly numbers are going to increase since more motor vehicle dealers will opt to invest in assembly plants in the country. With the COVID-19 pandemic challenges reducing, the motor industry appears to be back on the upswing. The demand for light commercial vehicles is expected to increase gradually as business logistics and e-commerce are growing fast. This is because the country is also witnessing a rise in small and medium enterprises (SMEs), and entrepreneurs running online businesses require quick means of transport. Moreover, the rapid urbanisation that the country is undergoing has created new retail and e-commerce platforms that require efficient logistics, thus leading to the growth of the light commercial vehicles market.

Light commercial trucks come in all manner of shapes and sizes with **varying** interior features. A truck is basically designed to transport cargo or freight. There is huge diversity in the types, mechanism, power and configuration of the trucks. Industry records show that trucks within the light commercial segment are the best sellers in Kenya's motor industry. This is mainly due to their large carrying capacity and ability to operate in tough terrain. This makes their demand high among retailers, wholesalers, distributors, manufacturers and sand harvesters among others.

Buying a brand new commercial truck is a significant investment for any business, big or small. These vehicles are not only a means to transport cargo, but also represent a brand on the road. Therefore, before buying a truck, there are certain factors to consider. For example, not all truck types are created equal or will fit business needs. Hence, finding one that fits specific needs is **essential**. One should also consider the company's needs. A truck may be needed to transport bread, avocados, newspapers, cabbages or even potatoes. Based on the need, one should engage motor salespeople to establish the light commercial vehicles best suiting the firm. The

engagement entails asking all the essential questions to arrive at the right decision. In addition, one should consider the budget. Commercial trucks differ in price, so knowing the amount of money budgeted for them is critical before making the choice. One must decide how much money one is willing to spend on a single unit. One may also wish to consider fuel economy. Recently, the face of transport in Kenya has been changing as trucks with low fuel consumption dominate the market.

There is growing preference for locally assembled vehicles that allow owners to have the bodies customised. This is because trucks are valuable business tools that should meet the needs of a business. Besides, one should consider the fuel type the vehicle uses. Trucks use petrol or diesel, hence one should ask the dealers for advice on type of fuel. The final decision should be pegged on whether the business operations will be mainly in rural or urban areas.

A further factor to consider before making a purchase is the robustness of the commercial vehicle. This entails analysing how it copes with hauling cargo in rough terrain and how powerful the engine is. It is also worthwhile to consider how affordable it is to run and maintain the truck. This is because all businesses seek to keep expenses low.

With the right commercial truck, the business will run efficiently and be able to scale up. After all, the more efficient the business is, the more profits one is likely to make.

Adapted from: Daily Nation, Wednesday, 20 July 2022

- (a) State the meaning of each of the following words as used in the passage:
- (i) harmful;
 - (ii) varying;
 - (iii) essential. (3 marks)
- b) Highlight, according to the passage, why the demand for light commercial vehicles is expected to increase. (3 marks)
- c) In about 130 words, and according to the passage, write a summary on the factors that are considered before buying a commercial truck. (12 marks)

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