

2901/110
COMMUNICATION I
November 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SECRETARIAL STUDIES

MODULE I

COMMUNICATION I

3 hours

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INSTRUCTIONS TO CANDIDATES

*This paper consists of 14 (FOURTEEN) 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 four types of letters that an organization may write to a supplier. (4 marks)
2. State three reasons for conducting appraisal interviews in an organization. (3 marks)
3. State three uses of a dictionary. (3 marks)
4. State three factors that may affect a receiver's interpretation of a message. (3 marks)
5. State three qualities of a good speaker. (3 marks)
6. List three parts of an essay. (3 marks)
7. State three ways through which an interviewee may impress the panel during an interview. (3 marks)
8. Rewrite the following sentences by adding a suitable prefix to each underlined word.
 - (i) It is possible to cross the Sahara Desert on foot.
 - (ii) The robber was caught with legal firearms.
 - (iii) The document contained correct facts. (3 marks)
9. Rewrite the following sentences by filling each blank space with the correct form of the verb in brackets.
 - (i) I have never _____ (ride) a camel.
 - (ii) John had already _____ (drink) the milk.
 - (iii) My grandmother was _____ (lie) on a mat when we arrived. (3 marks)
10. Rewrite the following sentences in the passive voice.
 - (i) Did your friend help you?
 - (ii) The manager has signed our leave forms.
 - (iii) Close that door.
 - (iv) The new principal developed the current policy. (4 marks)



SECTION B (68 marks)

Answer ALL the questions in this section.

11. Write an essay of about 250 words on: "The effects of climate change". (16 marks)
12. (a) Explain five measures that the chair of a panel may take during an interview to ensure that the objectives of the interview are achieved. (10 marks)
- (b) Explain the following terms as used in communication. (8 marks)
- (i) Context;
 - (ii) Decoding;
 - (iii) Channel;
 - (iv) Barrier.
13. The college you work for ordered for examination stationery from Tima Stationers. The consignment was delivered on time but some items were missing. As the Office Assistant, write a letter to Tima Stationers expressing your dissatisfaction. (16 marks)
14. *Read the passage below and then answer the questions that follow.*

Long before the COVID 19 pandemic wreaked havoc on the tourism sector, tourist protected areas such as national parks, game reserves and wildlife sanctuaries in Kenya were already facing some challenges. The Kenya Wildlife Services (KWS) Annual Report of 2017 indicates that during the year ended 30 June 2017, KWS earned about Ksh.5.5 billion in revenue against expenditure of Ksh.7.1 billion.

Another report indicates that in the year ended June 2021, KWS only collected about 20 percent of its projected revenue due to a reduction in tourist traffic. It is against this background that the idea of Collaborative Management Partnerships (CMPs) arose. CMPs are a type of Public Private Partnership (PPP) under which the government devolves certain management and operational responsibilities pertaining to conservation to a private partner. The level of responsibilities assigned to the private partner depends on the nature of the CMP model adopted. The responsibilities may include funding, marketing and advertising among others.

In places where CMPs have been adopted, the systems have yielded great results in turning tourist protected areas into profitable revenue generating assets. Through CMPs, countries such as Rwanda, Mozambique and South Africa have achieved great success in their pursuit of



sustainable tourism and conservation. In the case of Rwanda, for example, the Akagera National Park has been a resounding success due to a CMP between the Rwanda Development Board and an NGO called Africa Parks. The two parties entered a CMP for a period of 30 years and they established a project company to which management and operation functions of the Akagera National Park were delegated. Since then, great achievements have been realized. The number of tourists has **risen** steadily from 15,000 in 2010 to 50,000 in 2019. This has in turn resulted in steady growth of revenue from \$203,000 to \$2.6million over the same period. The partnership has also contributed greatly to restoring the population of Eastern Black Rhinos from zero in 2010 to 25 in 2020, and lions from zero in 2010 to 35 in 2020 in the national park. Additionally, the number of persons employed in the park has risen from 18 in 2010 to 273 in 2020.

The Rwanda success story demonstrates the benefits that CMPs potentially present. They promote financial self-reliance of protected areas. Further, they **shield** these areas from inadequate allocation of funds by government due to competing interests and change in government priorities. CMPs also present an opportunity for transfer of various risks from the government and taxpayers to the private party. These risks include revenue demand risk, which is the potential for loss that can result from lack of adequate visitors to generate sufficient revenue. This motivates the private party to attract visitors by providing outstanding services. In addition, CMPs help to reduce the costs involved in management of national parks by adopting optimal staffing arrangements such as seasonal employment.

CMPs also play a role in assuring quality in the management of protected areas. This is achieved by the government setting standards that the private partner should meet through a performance contract. Besides, marketing and promotion of protected areas is easier when in the hands of a private party. In Kenya for instance, KWS manages 23 national parks among several national reserves, sanctuaries, and other facilities.

According to the KWS Strategic Action plan 2019-2021, only five of the 23 national parks have historically contributed approximately 90 percent of its annual revenue. This demonstrates that expecting the government to market all these destinations is a **tall order**. However, if they are put in the hands of private parties, competition is created. They become more innovative in their marketing and service delivery hence achieving and retaining profitability.

Adapted from: Business Daily, December 15, 2021



- (a) State the meaning of the following words and phrase as used in the passage.
- (i) devolves;
 - (ii) risen;
 - (iii) shield;
 - (iv) a tall order. (4 marks)
- (b) Highlight, according to the passage, the achievement of the management partnership between the Rwanda Development Board and Africa Parks. (4 marks)
- (c) In about 120 words and according to the passage, write a summary on the benefits of Collaborative Management Partnerships. (10 marks)

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