newsspot.co.ke
Remove Watermark Now

2902/104 2908/104
2912/104 2918/104
2920/104 2921/104
COMMUNICATION
November 2017
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

pdfelement
newsspot.co.ke

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 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.

©2017 The Kenya National Examinations Council

Turn over

newsspot.co.ke
Remove Watermark Now

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

Business leaders often struggle to ensure that their employees are productive. Measuring employee productivity is not easy and a number of applications have been designed to help do it. However, in the absence of the gadgets which can **measure** productivity, employers turn to monitoring behavioural aspects such as the time spent in the office, late arrival to work, early departure from work, or if the staff are having too many conversations when they meet at common places such as washrooms. Nevertheless, these observable behavioural characteristics are by no means a measure of productivity.

It is estimated that employees **spend** an average of five hours per day at their desks. However, this does not mean that they spend the entire five hours being productive. Contrary to what many people believe, a culture of long working hours does not necessarily translate into more input. In fact, such a culture may lead to staff burnout and an upsurge of sick leaves. A study of 600,000 individuals in Australia, the US and Europe found that people who work for more than 55 hours a week have a 33 per cent greater risk of suffering a stroke and 13 per cent greater risk of suffering from coronary heart disease. The study concludes that employees need to pay more attention to the health risk of long working hours.

Research findings show that more people are stressed today than ever before. A study in the US revealed that 40 per cent of employees feel that their jobs are a major cause of stress. The study further showed that 73 per cent of employees **regularly** experience psychological symptoms caused by stress and that workplace stress costs employers $300 billion annually. These statistics call for employers to create healthy and productive work environments in their organizations.

In order to create a healthy and productive work environment, a number of measures need to be put in place. To begin with, an employer should understand the current situation in the workplace by getting feedback from staff. An annual staff survey would help the employer to know what employees are experiencing and understand what **hinders** or helps in their performance. The survey would also provide data that would enable the employer to focus on the crucial areas as well as a benchmark to measure improvement in the successive years.

In addition, encouraging staff to be active would help to maintain employee's physical and mental health. Exercise brings many benefits to employees including stress relief, mood improvement, energy boost as well as combating diseases. Further, the employer can encourage open and honest conversations as a way of relieving stress. Unhealthy work relationships such as bullying and harassment have been found to be a major source of stress. The employer should therefore

newsspot.co.ke
Remove Watermark Now

SECTION A (32 marks)

Answer ALL the questions in this section.

1. List **three** features of appraisal interviews. (3 marks)
2. List **four** instances when an apology letter may be written by an organization. (4 marks)
3. State **three** reasons why organizations may prefer written reports. (3 marks)
4. Outline **three** disadvantages of holding meetings in organizations. (3 marks)
5. State **three** roles of external communication in an organization. (3 marks)
6. State **three** reasons for selecting communication media carefully. (3 marks)
7. State **three** factors that determine the appropriate time to make a telephone call. (3 marks)
8. List **three** reasons why a speaker should maintain eye contact when communicating. (3 marks)
9. List **four** forms of visual communication which may be used to pass information. (4 marks)
10. State **three** instances when a sender may prefer to use e-mail to pass information. (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Jamal Limited has advertised vacant positions in the company and has invited qualified candidates to send their curriculum vitaes. Assume that you qualify and write a curriculum vitae. (12 marks)

    (b) Outline **three** ways of capturing the attention of the audience when delivering a speech. (6 marks)

12. (a) Explain **four** ways in which the chairperson may ensure the success of a meeting. (8 marks)

    (b) Explain **four** ways in which the receiver may minimise barriers to oral communication. (8 marks)

13. The directors of Ukulima Agribusiness Limited have realized that a number of its distributors have terminated their contracts over the last one year. As the Assistant Office Manager, you have been asked to investigate the matter and write a report with recommendations. Assume that you have completed your investigations and write the report. (16 marks)

pdfelement
newsspot.co.ke

newsspot.co.ke
Remove Watermark Now

aim to create an environment where conflict is dealt with in a healthy way and problems are addressed **as they arise**.

Besides, ensuring that employees are clear about their roles and what is expected of them will enable them to focus on what needs to be achieved as opposed to constantly questioning if they are doing the right thing. This is because lack of clarity of roles and responsibilities can be a major stress trigger. Moreover, employees need a sense of purpose and clear direction in order to be productive. Employees should thus be made to understand not only what needs to be done but when it needs to be done. Linking goals to the bigger picture provides a meaningful context to the employee. Furthermore, employers should motivate employees to take personal initiative to minimise work-related stress.

In order to have a productive workforce, therefore, employers need to take various measures. Such measures include restructuring the methods of gauging **work done** and placing more emphasis on employee wellbeing among others. If such measures are put in place, work-related stress will be reduced to a bare minimum thus saving employers a lot of resources which have hitherto been spent on medical bills.

Adapted from: 'Business Daily' Tuesday 14th February, 2017

pdfelement
newsspot.co.ke

(a) State the meaning of the following words and phrases as used in the passage:

(i) measure;
(ii) spend;
(iii) regularly;
(iv) hinders;
(v) as they arise;
(vi) work done.

(6 marks)

(b) In about 130 words and according to the passage, explain the ways in which an employer may create a healthy and productive work environment. (12 marks)

THIS IS THE LAST PRINTED PAGE.