

1501/201 1521/201
1503/201 1601/201
1508/201 1602/201
1509/201 1704/201
COMMUNICATION SKILLS
Oct./Nov. 2016
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**CRAFT CERTIFICATE IN MECHANICAL ENGINEERING
(PRODUCTION AND AUTOMOTIVE OPTIONS)
CRAFT CERTIFICATE IN ELECTRICAL AND ELECTRONICS ENGINEERING
(POWER AND TELECOMMUNICATION OPTIONS)
CRAFT CERTIFICATE IN WELDING AND FABRICATION
CRAFT CERTIFICATE IN CONSTRUCTION PLANT ENGINEERING
CRAFT CERTIFICATE IN BUILDING TECHNOLOGY**

MODULE II

COMMUNICATION SKILLS

3 hours

20101070

INSTRUCTIONS TO CANDIDATES

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

*Answer **ALL** the questions in section **A** and **FOUR** questions from section **B** in the answer booklet provided.*

Maximum marks for each part of a question are as indicated.

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 (20 marks)

Answer ALL the questions in this section.

1. List **four** users of a business report. *report →*
 (2 marks)
*→ info of problems
→ recommendation
→ analysis*
2. State **two** reasons that make it necessary to include a reference number in a business letter.
 (2 marks)
*→ shadow
→ address*
3. Identify **four** customer care skills that an employee of a business enterprise should possess.
 (2 marks)
*→ handle complaints
→ listen
→ solve problems
→ apologize*
4. Match each of the following non-verbal expressions with the appropriate interpretations:
 (2 marks)

(i) No eye contact	Suspicion;
(ii) Sideway glance of eyes	Self confidence and enthusiasm;
(iii) Leaning forward in a chair	Disinterest;
(iv) Standing erect and straight	Nervousness.
5. Outline **two** benefits of downward communication to an employee of an organization.
 (2 marks)
*→ control
→ inform*
6. State **two** limitations of meetings in an organization. *→ disputes
→ agenda*
 (2 marks)
7. Highlight **two** disadvantages of asking closed questions during an interview.
 (2 marks)
*→ no information
→ leading answer*
8. State **two** ways in which courtesy may be demonstrated when writing a business letter.
 (2 marks)
→ yes, if not, question
9. Outline **two** circumstances under which status-consciousness may hinder effective communication in a business enterprise. *→ high → low good relationship
→ inappropriate
→ isolation*
 (2 marks)
10. Explain the meaning of the term protocol as used in communication.
 (2 marks)
process of communication

clarification

clarity
precision
Brevity

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SECTION B (80 marks)

Answer any **FOUR** questions from this section.

Secretive

11. (a) State five indicators of ethical communication in an organization. (5 marks)
 (b) Highlight five factors that may determine the space maintained between parties during a face to face communication situation. (5 marks)
 (c) Explain five measures that the Management of an organization may take to enhance internal communication. (10 marks)

12. (a) The following are the steps that should be followed in the communication process. Rearrange them in the correct sequence:

- (i) Message decoding; 5
- (ii) Choice of communication medium; 3
- (iii) Interpretation of message; 4
- (iv) Provision of feedback; 6
- (v) Message conception; 1
- (vi) Message encoding. 2

(3 marks)

- (b) State five activities that a chairperson should carry out at the end of a meeting. (5 marks)

- (c) Explain six steps that should be followed when writing a summary. (12 marks)

13. (a) Outline six qualities of a good questionnaire. (6 marks)

- (b) Distinguish between probing and prompting as applied during an interview. (4 marks)

- (c) Explain five ways in which a participant may portray etiquette during a meeting. (10 marks)

14. (a) State two advantages of using each of the following visual aids during a business presentation:

- (i) LCD projectors;
- (ii) white boards.

- (b) Outline six consequences of poor communication in a business enterprise. (6 marks)

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To:
From:
Date:
Subject:

- (c) Despite receiving several verbal warnings from the Manager, Mr. Kimson has continued to absent himself from work without valid reasons. Assuming that you are the manager, write a memorandum warning him against this mal-practice. (10 marks)
15. (a) Explain each of the following types of customers:
- (i) loyal customer;
 - (ii) wandering customer. (4 marks)
- (b) As the secretary to Moto Enterprises Staff Welfare Association, outline six agenda items to be discussed at a forthcoming Annual General Meeting. (6 marks)
- (c) Explain five limitations of formal communication in an organization. (10 marks)
16. (a) Explain five guidelines that should be followed when using illustrations in a business report. (10 marks)
- 1. heading / subject*
2. introduction
3. conclusion
4. method
5. findings
- (b) Explain five positive contributions of grapevine communication in a business enterprise. (10 marks)
- P. R*
→ - improved morale
→ increased income (investors)
→ good decision making
→ exchange of ideas
Report of reduction sales

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Joy
budd