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1704/201

COMMUNICATION SKILLS

June/July 2018

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN MECHANICAL ENGINEERING
(PRODUCTION, WELDING AND AUTOMOTIVE OPTIONS)
CRAFT CERTIFICATE IN ELECTRICAL AND ELECTRONICS
ENGINEERING

(POWER, INSTRUMENTATION AND TELECOMMUNICATION OPTIONS)
CRAFT CERTIFICATE IN BUILDING TECHNOLOGY

MODULE II

COMMUNICATION SKILLS

3 hours

INSTRUCTIONS TO CANDIDATES

This paper consists of SIXTEEN questions in 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 indicated.

Candidates should answer the questions in English.

This paper consists of 3 printed pages.

Candidates should check the question paper to ascertain that all the
pages are printed as indicated and that no questions are missing.

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(c) Explain two advantages of using e-mail for business communication. (4 marks)

(a) The chairperson of a meeting has a duty to ensure that the meeting is effective. Explain four measures that he may take to achieve this objective. (8 marks)

(b) The employees of Spacis Manufacturers Limited recently staged a five days' go-slow which led to delay in delivery of customer orders. As the communications Assistant, write a letter to one of the firms whose order has been delayed. (12 marks)

(a) Outline four cases in which capital letters should be used in written communication. (4 marks)

(b) Explain two ways in which each of the following types of customers may be handled in order to retain them in a business enterprise: (8 marks)

- (i) loyal;
- (ii) well informed.

(c) As the Production Foreman at Lemar Works Limited, write a notice inviting the production staff to their monthly meeting. (8 marks)

(a) During a group interview, the candidates were requested to carry out a practical task whose aim was to test their ability to communicate and work as a team. Explain four ways in which the successful candidate may have demonstrated competence in these areas. (8 marks)

(b) Explain four reasons that make it necessary for an employee to practice official etiquette in a communication situation. (8 marks)

Explain the way in which each of the following may hinder effective communication in an organization:

- (i) poorly defined aim;
- (ii) poor human relations.

Outline six advantages of using power point presentation. (6 marks)

Explain four functions of feedback in the process of communication. (8 marks)

Explain three factors that may negatively affect the effectiveness of downward communication in an organization. (6 marks)

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SECTION A (20 marks)

Answer ALL the questions in this section.

1. Explain the term conciseness in relation to written communication. (2 marks)
2. Outline two situations in which the management of an organization may write a memorandum to the staff. (2 marks)
3. Outline two characteristics of an effective message. (2 marks)
4. List four methods through which formal communication may flow in an organization. (2 marks)
5. Explain the phrase 'meeting etiquette'. *manner in which one behaves in a meeting* (2 marks)
6. State two qualities of a good summary. *brief & clear* (2 marks)
7. Outline two disadvantages of an oral report. *no reference, language barrier* (2 marks)
8. Highlight two duties of customer care staff in an organization. *to receive feedback, to identify* (2 marks)
9. Outline two circumstances under which face to face communication may be appropriate to use in an organization. *Confidential, reliable* (2 marks)
10. Outline two ways in which an interviewee may portray good behaviour during an interview. (2 marks)

SECTION B (80 marks)

Answer FOUR questions from this section.

11. (a) Distinguish between protocol and diplomacy as used in communication. (4 marks)
12. (b) Explain four ways in which the management of a business enterprise may control the negative effects of grapevine communication. (8 marks)
13. (c) Explain four parts of an investigative report. (8 marks)
14. (a) Explain four guidelines that a speaker should follow to enhance the effectiveness of communication. *to control the subject, to control the time* (8 marks)
15. (b) Explain four benefits that an organization may derive from effective upward communication. *superior staff, to control the subject* (8 marks)

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1) Spread fast information
ii) Emergency

(a) Explain **two** circumstances under which the management of an organization may communicate through a notice. (4 marks)

(b) Outline the steps that should be followed when writing the summary of an article. (6 marks)

*First read the whole text several times slowly and understand the subject of the article
- Then study each paragraph in turn and in note form put the main ideas
- Then read the article again against the subject of the passage*

(c) Explain **five** communication barriers that may be associated with the receiver. (10 marks)

- Noise
- Poor listening techniques
- Distance
- Humming of machines
- poor communication skill
- level of education

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SECTION B (80 marks)

Answer FOUR questions from this section.

11. (a) The management of Paleng Manufacturers Limited emphasizes on good interpersonal communication. Explain five reasons that may account for this practice. (10 marks)
- (b) Explain five guidelines that should be followed when writing a press release. (10 marks)
12. (a) Explain the purpose for which each of the following types of interviews may be conducted in an organization:
- (i) selection;
 - (ii) promotion;
 - (iii) appraisal;
 - (iv) disciplinary.

- (b) Explain six purposes that effective communication may serve in an organization. (12 marks)
- (a) Explain four demerits of formal communication. (8 marks)

- (b) The management of Baraka Works Limited often communicate through e-mail. Explain six ways in which etiquette may be demonstrated during such communication. (12 marks)
- (a) Distinguish between vertical communication and lateral communication. (4 marks)

- (b) Explain three challenges that may be faced by the customer care staff of an organization. (6 marks)
- (c) Explain five reasons that make it necessary to take minutes during a meeting. (10 marks)
- (a) With the aid of illustrations distinguish between a bar graph and a line graph. (8 marks)

- (b) Write an essay of about '250 words' on the topic 'Challenges Faced by Entrepreneurs who operate in Rural Areas'. (12 marks)

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SECTION B (80 marks)

Answer FOUR questions from this section.

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- (b) Explain six purposes that effective communication may serve in an organization. (8 marks)
13. (a) Explain four demerits of formal communication. (8 marks)
- (b) The management of Baraka Works Limited often communicate through e-mail. Explain six ways in which etiquette may be demonstrated during such communication. (12 marks)
14. (a) Distinguish between vertical communication and lateral communication. (4 marks)
- (b) Explain three challenges that may be faced by the customer care staff of an organization. (6 marks)
- (c) Explain five reasons that make a meeting to take minutes during a meeting. (10 marks)
- (a) With the aid of illustrations distinguish between a bar graph and a line graph. (8 marks)
- (b) Write an essay of about 750 words on the challenges faced by Entrepreneurs who operate in Rural Areas. (12 marks)

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COMMUNICATION SKILLS

Oct./Nov. 2018

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN MECHANICAL ENGINEERING (PRODUCTION OPTION)
CRAFT CERTIFICATE IN AUTOMOTIVE ENGINEERING
CRAFT CERTIFICATE IN WELDING AND FABRICATION
CRAFT CERTIFICATE IN ELECTRICAL AND ELECTRONICS ENGINEERING
(POWER OPTION) AND (TELECOMMUNICATIONS OPTION)
CRAFT CERTIFICATE IN BUILDING TECHNOLOGY

MODULE II

COMMUNICATION SKILLS

3 hours

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INSTRUCTIONS TO CANDIDATES

*You should have an answer booklet for this examination.
This paper consists of SIXTEEN questions in TWO sections; A and B.
Answer ALL the questions in section A and FOUR questions from section B.
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SECTION A (20 marks)

Answer ALL the questions in this section.

1. Visual aids may be used to make business presentations more effective. List **four** types of such aids. (2 marks)
2. Outline **four** documents that may be prepared in relation to a formal meeting. (2 marks)
3. Explain the meaning of a solicited report. (2 marks)
4. Outline **four** internal formal sources of information in a business enterprise. (2 marks)
5. Jane intends to attend a job interview in a week's time. Outline **two** ways in which she may demonstrate proper dress and grooming during the interview. (2 marks)
→ should add designly dressing in a proper/respectful manner
6. List **four** methods through which the employees of an organization may communicate horizontally. (2 marks)
→ should observe time
7. Outline **two** challenges that may be associated with the use of cell phones for business communication. (2 marks)
*- Threats by unknown people
- network problem*
8. Highlight **two** benefits that an organization may derive from adopting Quality Management Systems. (2 marks)
*- To prevent loss in the organization by following ^{obeying} rules & order
- Better leadership*
9. Outline **four** characteristics of an effective advertisement. (2 marks)
*- Brief - Short - Presentable (neat)
- clear ~~present~~ - Having title*
10. Explain **one** stage at which distortion of a message may occur in the process of communication. (2 marks)
*- Encoding stage - putting the message in a appropriate manner
- Decoding stage - receiver interpretation of the message*

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16.

(a) Explain two circumstances under which the management of an organization may communicate through a notice. (4 marks)

- when giving good information to the employees
- when making changes in the policies of an organization
- when there is a need for the employees to be aware of an organization's activities

(b) Outline the steps that should be followed when writing the summary of an article. (6 marks)

- identify the main points in the information

(c) Explain five communication barriers that may be associated with the receiver. (10 marks)

- noise
- physiologically active
- Attitude
- peer pressure
- poor listening

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COMMUNICATION SKILLS
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100 Explain two advantages of using e-mail for business communication. (4 marks)

101 The chairperson of a meeting has a duty to ensure that the meeting is effective. Explain four measures that he may take to achieve this objective. (8 marks)

102 (b) The employees of Spacia Manufacturers Limited recently staged a five days' go-slow which led to delay in delivery of customer orders. As the communications Assistant, write a letter to one of the firms whose order has been delayed. (12 marks)

102 (c) Explain two advantages of using e-mail for business communication. (4 marks)

✓ 101 (a) The chairperson of a meeting has a duty to ensure that the meeting is effective. Explain four measures that he may take to achieve this objective. (8 marks)

✓ letter (b) The employees of Spacia Manufacturers Limited recently staged a five days' go-slow which led to delay in delivery of customer orders. As the communications Assistant, write a letter to one of the firms whose order has been delayed. (12 marks)

✓ 102 (a) Outline four cases in which capital letters should be used in written communication. (4 marks)

At start of a new sentence - indicating titles
 At start of a new paragraph - large words in title of movies books

(b) Explain two ways in which each of the following types of customers may be handled in order to retain them in a business enterprise: (8 marks)

(i) loyal; giving after sales service to them
 introducing new products to them

(ii) well informed. - book him

(c) As the Production Foreman at Lemar Works Limited, write a notice inviting the production staff to their monthly meeting. (8 marks)

15 (a) During a group interview, the candidates were requested to carry out a practical task whose aim was to test their ability to communicate and work as a team. Explain four ways in which the successful candidate may have demonstrated competence in these areas. (8 marks)

(b) Explain four reasons that make it necessary for an employee to practice official etiquette in a communication situation. (8 marks)

(c) Explain the way in which each of the following may hinder effective communication in an organization: (4 marks)

(i) poorly defined aim;
 (ii) poor human relations.

16 (a) Outline six advantages of using power point presentation. (6 marks)

(b) Explain four functions of feedback in the process of communication. (8 marks)

(c) Explain three factors that may negatively affect the effectiveness of downward communication in an organization. (6 marks)

Handwritten notes:
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 101 -> Spacia to the point
 avoid repeating
 increasing attract
 Practice of continuing
 negotiation into
 102 (a) -> Adv/Purpose of Comm
 How to further
 effective decision making
 Drawing emotions

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(c) Explain three factors that may negatively affect the effectiveness of downward communication in an organization. (6 marks)

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SECTION A (20 marks)

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- 3. Outline two characteristics of an effective message. (2 marks)

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- 8. Highlight two duties of customer care staff in an organization. *receive guest (clients)* (2 marks)
- 9. Outline two circumstances under which face to face communication may be appropriate to use in an organization. *confidential - visible* (2 marks)
- 10. Outline two ways in which an interviewee may portray good behaviour during an interview. (2 marks)

SECTION B (80 marks)

Answer FOUR questions from this section.

- 1/3 (a) Distinguish between protocol and diplomacy as used in communication. (4 marks) *clear*
- (b) Explain four ways in which the management of a business enterprise may control the negative effects of grapevine communication. (8 marks)
- (c) Explain four parts of an investigative report. (8 marks)
- 2 (a) Explain four guidelines that a speaker should follow to enhance the effectiveness of communication. (8 marks) *superior to subordinates*
- (b) Explain four benefits that an organization may derive from effective upward communication. (8 marks) *benefit*

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(8 marks)

(c) Explain four parts of an investigative report.

(a) Explain four guidelines that a speaker should follow to enhance the effectiveness of communication. (8 marks)

(b) Explain four benefits that an organization may derive from effective upward communication. (8 marks)

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SECTION B (80 marks)

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- (b) Explain five guidelines that should be followed when writing a press release. (10 marks)

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(12 marks)

who operate in Rural Areas

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