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COMMUNICATION

July 2019

Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

CRAFT CERTIFICATE IN SALES AND MARKETING  
CRAFT CERTIFICATE IN SUPPLY CHAIN MANAGEMENT  
CRAFT CERTIFICATE IN BUSINESS MANAGEMENT  
CRAFT CERTIFICATE IN COOPERATIVE MANAGEMENT  
CRAFT CERTIFICATE ROAD TRANSPORT MANAGEMENT  
CRAFT CERTIFICATE IN INFORMATION STUDIES  
CRAFT CERTIFICATE IN TOUR MARITIME TRANSPORT OPERATIONS  
CRAFT CERTIFICATE IN TOUR GUIDING OPERATIONS  
CRAFT CERTIFICATE IN TOUR GUIDING AND TRAVEL OPERATIONS  
CRAFT CERTIFICATE IN INFORMATION COMMUNICATION TECHNOLOGY  
CRAFT CERTIFICATE IN PROJECT MANAGEMENT  
CRAFT CERTIFICATE IN CLERICAL OPERATIONS  
CRAFT CERTIFICATE IN INVESTMENT MANAGEMENT  
CRAFT CERTIFICATE IN MARITIME TRANSPORT LOGISTICS  
CRAFT CERTIFICATE IN HUMAN RESOURCE MANAGEMENT

### MODULE I

COMMUNICATION

3 hours

#### INSTRUCTIONS TO CANDIDATES

*This paper consists of 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. Give **three** reasons why workers communicate among themselves in an organization. (3 marks)
2. List **four** factors that may influence a person when choosing a channel of communication. (4 marks)
3. Give **three** reasons why informal methods of communication are used in organizations. (3 marks)
4. State **three** differences between a business letter and a memorandum. (3 marks)
5. List **three** benefits of practicing official etiquette in an organization. (3 marks)
6. List **four** roles played by reports in an organization. (4 marks)
7. Give **three** reasons for carrying out job interviews in an organization. (3 marks)
8. List **three** sources from which agenda items for a meeting can be obtained. (3 marks)
9. Give **three** disadvantages of using email to communicate. (3 marks)
10. Give **three** reasons why an organization may choose to use social media to communicate. (3 marks)

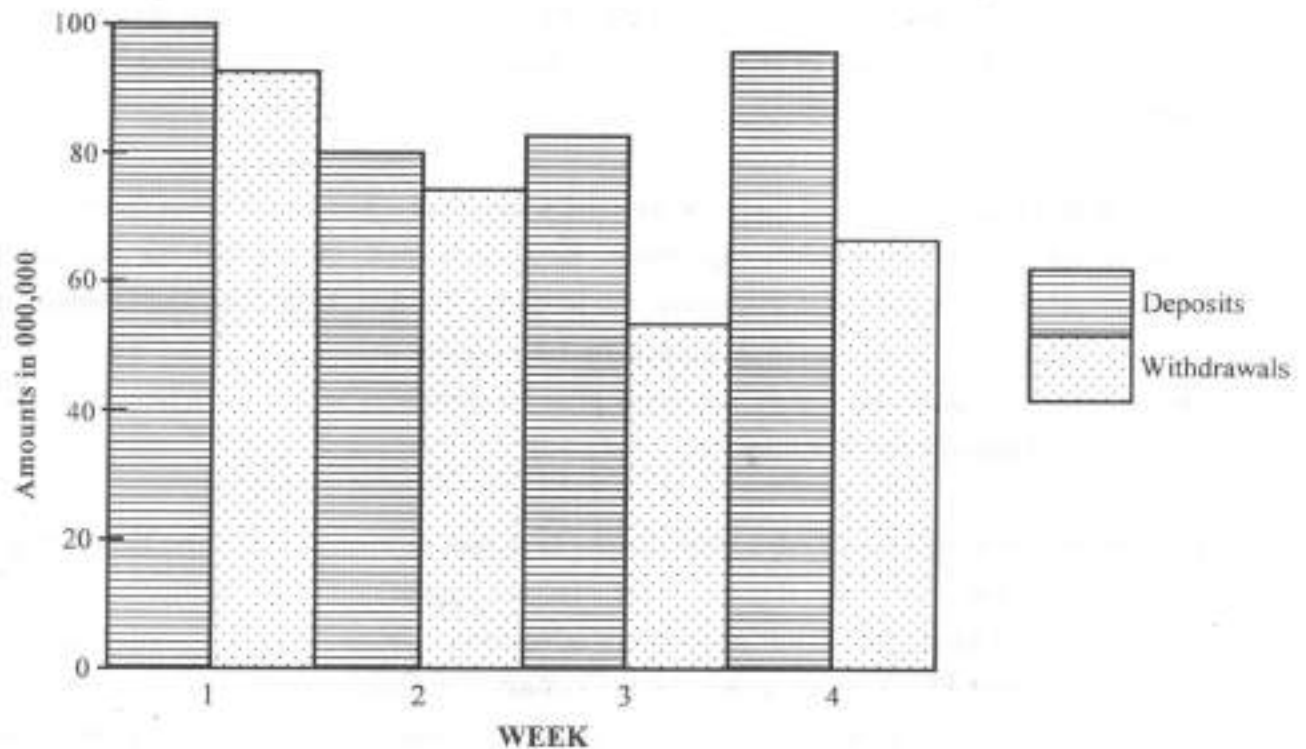
**SECTION B (68 marks)***Answer ALL the questions in this section.*

11. You work as a clerical officer at Karibu Bus Company which transports passengers between Nairobi and Kisumu. The passengers have made complaints about poor services offered by the company over the last month. The Transport Manager has asked you to investigate the matter. Assume that you have completed the investigations and write the report. (16 marks)
12. (a) Libebe Company Limited intends to recruit an administrative assistant. Draft an advertisement that would appear in the press for this post. (8 marks)
- (b) You are the secretary of Kababe Welfare Association. You are required to convene a meeting that will be held in three weeks' time. Write a notice of the meeting to the members. (8 marks)

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13. (a) Outline **five** basic rules to be observed when speaking on the telephone to ensure that the conversation is effective. (10 marks)
- (b) The bar graph below shows deposits and withdrawals at Zion Bank for the month of June, 2019.



Outline **four** observations that you can make from the graph. (8 marks)

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

It is usual for people to travel to places other than their home areas during holidays. This is often in search of a conducive environment to explore, to allow them to cool down and to unwind from their normal routine. Different people have varied preferences of travel destinations. Some preferences are **linked to** adventure, the need to relax, a thirst for new knowledge, fun fairs and experiencing different cultures among others.

Kenya, over the years, has been mentioned **severally** among the best tourist destinations across the world. In 2016 for example, Kenya was voted one of the best destinations in Africa. In the same year, the Kenya Tourism Board bagged the award for Africa's Leading Tourist Board at the World Travel Awards. Early in 2017, North American destinations experts, Goway Travel, declared Kenya as one of the "top and upcoming" must-visit locations in the world that year.

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One of the features that make Kenya a must-visit location is its favourable **climate which** attracts all **manner** of tourists. Lying just across the equator, Kenya has all-year-round sunshine accompanied by cool nights and mornings. Whether travelling early or late in the year, the country's climate is favourable for all vacation-related activities. To accommodate all the visiting tourists, the country offers accommodation in all its major towns for business tourists. It also offers accommodation in all parks for game lovers and in the coastal area for marine lovers in form of hotels, lodges and resorts. All these hospitality facilities provide a variety of international cuisines.

Kenya is rich in game parks and reserves that offer a variety of wild animals to see thereby giving game lovers a memorable wildlife experience. Kenya is home to the big five; the elephant, the black rhinoceros, the buffalo, the lion and the leopard. Tourists, both local and international, are assured of good times watching animals by taking game drives in the early mornings and late evenings. In addition, Kenya also gives prized experiences such as watching the famous wildebeest migrations down at the Mara.

For marine life adventures, Kenya provides the best spot to visit as it has the Kenya Barrier Reef. At over 140 miles long, it is the world's second longest coral reef. Kenya's coastline is also dotted with sand beaches for all kinds of adventures. From diving to snorkelling, scuba diving and even building sand castles, Kenya's coast is definitely a place to visit. For those with an interest in archaeological facts, Kenya offers a **variety of** destinations. These include Kariandusi Prehistoric Site, Gedi Ruins, Shimoni Slave Caves, Fort Jesus, Mombasa Old Town, Olorgesailie Prehistoric Site, and Hell's Gate National Park among others. All these sites allow a holiday maker to experience, first hand, the rich African heritage.

For mountain climbers, Kenya is home to Mount Kenya (5,199 m high) the second-highest mountain in Africa after Kilimanjaro, lying across the equator in a sunny environment. Mount Kenya is attractive to climbers **due to** its snow-capped peak and its variety of flora and fauna which change with altitude. As the climbers go up the mountain, they are able to see a variety of the endangered species such as the Sunni buck.

One holiday stop in Kenya **allows** the tourists to meet and mingle with different people from different parts of the country with diverse cultures and heritage. For anyone looking for a cultural experience, close interactions with the Maasai, Samburu, Swahili, Turkana, Pokot, El Molo, Rendile and others will be a totally worthwhile experience. Being hospitable, these tribes mingle freely with visitors allowing them to get a taste of the Kenyan heritage.

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One of the major problems that tourists across the world face is lack of easy access to their desired destinations. In Kenya, the experience is different. This is because Kenyan authorities introduced an e-visa system in 2015. This system has since eased entry for willing tourists as it is cheap to acquire. It costs \$50 per person and eliminates the need for bulky entry documentation.

*Adapted from: The Standard, Leisure and Travel, November 8, 2018.*

- (a) State the meaning of the following words and phrases as used in the passage:
- (i) linked to;
  - (ii) severally;
  - (iii) manner;
  - (iv) a variety of;
  - (v) due to;
  - (vi) allows. (6 marks)
- (b) In about 120 words and according to the passage, write a summary outlining the reasons that make Kenya a top holiday destination. (6 marks)
- (c) (i) Suggest **one** reason why game viewing in Kenya is a memorable experience. (2 marks)
- (ii) Give **one** characteristic of Kenya's climate. (2 marks)
- (iii) Explain **two** ways in which the country has responded to the arrival of different categories of tourists. (2 marks)

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