

1501/201    1509/201    1602/201  
1503/201    1521/201    1704/201  
1508/201    1601/201

**COMMUNICATION SKILLS**

**June/July 2019**

**Time: 3 hours**



**THE KENYA NATIONAL EXAMINATIONS COUNCIL**

**CRAFT CERTIFICATE IN MECHANICAL ENGINEERING  
(PRODUCTION, AUTOMOTIVE, WELDING & FABRICATION AND  
CONSTRUCTION PLANT OPTIONS)**

**CRAFT CERTIFICATE IN ELECTRICAL AND ELECTRONICS  
ENGINEERING (POWER AND COMMUNICATIONS 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 questions in section A and any 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. State **two** essentials of effective communication. (2 marks)
2. Explain the term encoding as used in the communication process. (2 marks)
3. Distinguish between internal and external communication. (2 marks)
4. Name **four** types of audio visual communication. (2 marks)
5. Describe diagonal communication as applied in an organization. (2 marks)
6. Explain the term protocol as used in communication. (2 marks)
7. Differentiate between a descriptive essay and a narrative essay. (2 marks)
8. Outline **two** advantages of written reports. (2 marks)
9. Explain the purpose served by agenda of a meeting. (2 marks)
10. Explain the term interview. (2 marks)

**SECTION B (80 marks)**

*Answer any FOUR questions from this section.*

11. (a) Highlight **five** roles played by communication in an organization. (10 marks)
- (b) Explain **five** barriers to effective communication. (10 marks)
12. (a) (i) Distinguish between intra-personal and inter-personal communication, stating an example in each case.
- (ii) Describe **three** stages of inter-personal communication. (10 marks)

- (b) The telephone is one of the most commonly used devices in oral communication.
- (i) Outline **five** disadvantages of the telephone as a medium of communication.
  - (ii) Outline **five** talking habits which a caller can adopt to improve the effectiveness of a telephone conversation. (10 marks)
13. (a) (i) Describe each of the following methods of upward communication:
- (I) open door policy;
  - (II) social gathering.
- (ii) Explain **three** benefits of upward communication in an organization. (10 marks)
- (b) A client's debt to a business is overdue. Write a letter to the client demanding payment of the debt. (10 marks)
14. (a) (i) Highlight **six** characteristics of a good report.
- (ii) Outline **four** contents of an investigative report. (10 marks)
- (b) Explain **five** strategies that a chairperson may adopt in order to steer a meeting smoothly and successfully. (10 marks)
15. (a) Explain the following terms as used in job interviews:
- (i) screening;
  - (ii) selection tests. (4 marks)
- (b) Explain **three** phases of conducting an interview. (6 marks)
- (c) Highlight **five** ways through which businesses may interact with their customers using information communication technology (ICT). (10 marks)



16. (a) (i) Explain the term etiquette as used in communication.  
(ii) Highlight **four** reasons that make etiquette important in an organization. (10 marks)
- (b) It is common practice these days for organizations to set up corporate communications departments. Explain functions served by such departments. (10 marks)

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