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COMMUNICATION

November 2016

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 CO-OPERATIVE MANAGEMENT
CRAFT CERTIFICATE IN HUMAN RESOURCE MANAGEMENT
CRAFT CERTIFICATE IN ROAD TRANSPORT MANAGEMENT
CRAFT CERTIFICATE IN INFORMATION STUDIES
CRAFT CERTIFICATE IN 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

MODULE I

COMMUNICATION

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of FOURTEEN (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 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. List **three** purposes of reports in an organization. (3 marks)
2. State **four** measures that could be taken to make meetings successful. (4 marks)
3. List **three** advantages of using audio-visual communication to advertise a service. (3 marks)
4. Outline **three** factors that interfere with the clarity of a message. (3 marks)
5. List **three** barriers that may hinder downward communication. (3 marks)
6. Outline **four** reasons why an organization may ask candidates to apply for jobs online. (4 marks)
7. List **three** components of an effective paragraph. (3 marks)
8. List **three** effects of ineffective formal communication. (3 marks)
9. State **three** reasons why one should be courteous when writing an official document. (3 marks)
10. List **three** roles of the interviewer during a job selection interview. (3 marks)

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SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Describe **four** characteristics of effective oral communication. (8 marks)
- (b) You work as a sales assistant at Malaka Manufacturing Company. The company has a new body lotion which it intends to launch in two weeks' time. Write a letter to the distributors inviting them to the launch. (10 marks)
12. (a) Explain **five** instances when interviews may be conducted in an organization. (10 marks)
- (b) Identify **four** reasons why workers need to be diplomatic at the work place. (8 marks)

13. The table below shows the number of students in various colleges who booked national examinations between 2012 and 2015.

YEAR	COLLEGES			
	ELITE	JUMIA	LUSAKA	TOTAL
2012	3,037	6,218	449	9,704
2013	4,111	7,039	892	12,042
2014	2,500	1,824	588	4,912
2015	1,294	6,706	396	8,396

Handwritten calculations for question 13:

$$\begin{array}{r} 12,042 \\ - 9,704 \\ \hline 2,338 \\ 2) 746 \\ \hline 373 \\ 4,912 \\ - 2,658 \\ \hline 2,254 \\ 5,346 \\ - 3,054 \\ \hline 2,292 \end{array}$$

Handwritten calculations for question 13:

$$\begin{array}{r} 3037 \\ + 411 \\ \hline 7148 \\ - 2500 \\ \hline 4648 \\ - 1294 \\ \hline 3354 \end{array}$$

Answer the following questions using the information given in the table.

- (i) How many students booked examinations over the four year period? (2 marks)
- (ii) Which college had the highest number of candidates booking the examinations? (2 marks)
- (iii) What is the difference between the years with the highest and the lowest number of candidates? (2 marks)
- (iv) Draw a pie chart showing the candidates' population from the three colleges. Show your calculations. (10 marks)
14. Read the passage below and then answer the questions that follow it.

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Handwritten calculations for question 14:

$$\begin{array}{r} 6218 \\ + 7039 \\ \hline 13257 \\ - 1824 \\ \hline 11433 \\ + 15081 \\ \hline 26514 \\ - 87 \\ \hline 26427 \end{array}$$

$$\begin{array}{r} 449 \\ + 892 \\ \hline 1341 \\ - 585 \\ \hline 756 \\ + 1929 \\ \hline 2685 \\ - 346 \\ \hline 2339 \end{array}$$

Urbanization is the movement of people from rural to urban areas in search of economic opportunities. One researcher describes it as “a necessary evil” which is slowing down wind speed as buildings and other structures block the wind’s flow path. As a result, pollutants are not being properly dispersed thus putting the health of hundreds of thousands of city residents at risk.

According to research, one such urban setting is Nairobi whose industries have been polluting air up to 100 kilometres away. The populations most at risk have not been those that live within the city, but those who reside a few kilometres away; from Kangemi to Limuru to Naivasha. In a paper presented in Paris by a team of Kenyan scientists, the researchers said that “the winds in Nairobi city are mainly easterlies, **implying** that the pollutants are transported southwest and northwest of the town.” When these substances are inhaled, they cause respiratory infections especially among the young and the elderly. The chemicals may also cause eye disease.

The researchers’ findings seem to be in agreement with the Kenya 2014 Economic Survey which reported that respiratory infections caused the highest number of illnesses in Kenya in 2013. The study, conducted between January and December 2013, showed that most of the commercial activities in Nairobi are concentrated within the city centre whereas most of the industrial activities are located to the southeast of the city. According to the researchers, the transport and dispersion of pollutants from one locality to another is sparked off by wind, rainfall, air temperature and relative humidity. However, urbanization **slows down** wind speed due to the tall buildings and structures along the wind’s flow path.

While the air in Nairobi might not have the same number of pollutants as those recorded in its southwesterly neighbourhoods, city dwellers are not safe either. Increased temperatures due to energy use, vehicle emissions and dwindling tree cover are **gradually** leading to an “urban heat island”. This means that Nairobi area has higher temperatures than the surrounding regions. This in turn reduces atmospheric pressure in the city thus affecting wind speed and, over time, trapping the pollutants within the city. Air pollution negatively **impacts** human health and has been proven to be dangerous even with short-term exposure. It causes wheezing, coughing, shortness of breath, sore throat and triggering of existing respiratory conditions such as asthma.

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Further, dirty air causes lung damage as well as heart disease, stroke and cancer. The World Health Organization (WHO) estimates that one in eight deaths worldwide in 2013 resulted from air pollution. Of these, around 630,000 were from Africa. Air pollution is also a contributor of acid rain which has been responsible for a lot of damage to soil, fish resources and vegetation often very far away from the source of the pollutant. It also causes smog which is a reduction in visibility due to scattering of light by airborne particles.

The sources of air pollution are identified as soot and carbon due to incomplete burning of fossil fuels such as diesel in traffic, methane emitted in livestock manure, burning of plastics, refrigeration as well as various other industrial gases that have a warming effect on climate. Other sources include mining and cement production which release dust and carbon dioxide to the environment.

Health experts and environmental activists are concerned that these sources of pollution will continue to exist in the atmosphere for over 15 years before they are **eliminated**. In 'Time to Act to Reduce Short-lived Climate Pollutants', a report by the Climate and Clean Air Coalition in conjunction with the United Nations Environment Programme (UNEP), researchers warn that air pollution is now the world's largest single environmental health risk.

Adapted from the Daily Nation, Tuesday July 28 2015

- (a) State the meaning of each of the following words and phrases as used in the passage: (6 marks)
- (i) implying;
 - (ii) slows down;
 - (iii) gradually;
 - (iv) impacts;
 - (v) a contributor of;
 - (vi) eliminated.
- (b) In about 110 words and according to the passage, explain how air pollution negatively impacts human health. (10 marks)

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