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TOPICALLY ARRANGED

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August 2025**

Past Paper with Answers

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TOPIC 1

INTRODUCTION TO COMMUNICATION

QUESTION 1

August 2025 Question One B

Describe THREE characteristics of communication.

(6 marks)

QUESTION 2

August 2025 Question Four C

Discuss FIVE ways in which effective communication contributes to the growth of businesses.

(10 marks)

QUESTION 3

August 2025 Question Five A

Discuss FIVE ways in which barriers to communication could affect performance in an organisation.

(10 marks)

QUESTION 4

August 2025 Question Seven B

Highlight FIVE barriers to effective verbal communication in an organisation.

(5 marks)

QUESTION 5

April 2025 Question One A and B

A. Highlight **FOUR** functions of a receiver in a communication process. (4 marks)

B. Analyse **FOUR** barriers to effective verbal communication. (8 marks)

QUESTION 6

April 2025 Question Three B

Highlight **SIX** active listening techniques employed in the communication process.

(6 marks)

QUESTION 7

December 2024 Question One

(a) (i) With reference to ineffective communication, distinguish between “systematic” and “attitudinal” barriers. (4 marks)

(ii) Identify **SIX** ways of overcoming barriers to communication. (6 marks)

(b) Common elements of negative communication include rumours, fake news, misinformation, misinterpretation and incomplete information.

PART B

SUGGESTED ANSWERS FOR PAST PAPERS EXAMINATION QUESTIONS

TOPIC 1

INTRODUCTION TO COMMUNICATION

QUESTION 1

August 2025 Question One B

Characteristics of communication.

- **It is a process:** Communication is not a single, static event but a dynamic, ongoing process. It involves a series of interconnected steps (idea, encoding, transmission, decoding, feedback) that flow into one another. Because it involves people with constantly changing thoughts and emotions, the process is never perfectly duplicate.
- **It is Inevitable:** One cannot *not* communicate. Even silence, a turned back, or a lack of response sends a message. This is often called "**The Principle of Inevitable Communication.**" Our behavior in the presence of others is a form of communication.
- **It is Irreversible:** Once a message is sent and received, it cannot be taken back. You can apologize or clarify, but you cannot erase the initial impact or perception of your message. This is the foundation of the saying, "Think before you speak."
- **It is contextual:** Communication does not occur in a vacuum. It is heavily influenced by its context.
- **It is transactional:** The old view saw communication as a linear "sender-receiver" model. The modern, more accurate view is the transactional model.

QUESTION 2

August 2025 Question Four C

Ways in which effective communication contributes to the growth of businesses.

- **Increases employee productivity and engagement:** Clear communication ensures that employees understand their roles, responsibilities, and the overall company vision. When they have all the necessary information, they can prioritize tasks and allocate resources more efficiently, which in turn boosts productivity. Additionally, when leaders actively listen to employee feedback and keep them informed about company news and goals, it makes employees feel valued and respected. This enhanced sense of belonging and trust can significantly increase job satisfaction, morale, and engagement, leading to a more dedicated workforce.
- **Promotes innovation and problem-solving:** A culture of open communication encourages employees at all levels to share ideas, insights, and concerns without fear of judgment. This free flow of information can lead to breakthrough innovations and more effective problem-solving. When teams can openly collaborate and build on

each other's ideas, they are better equipped to overcome challenges and adapt to market changes. It also helps in identifying potential issues early on, allowing the business to address them proactively rather than reactively.

- **Builds and strengthens customer relationships:** Communication is crucial for building trust and loyalty with customers. Clear and responsive communication in customer service, marketing, and sales ensures that customer needs are understood and addressed promptly. When a business is transparent about its products or services and handles issues with empathy and professionalism, it enhances the customer experience. This leads to higher customer satisfaction, repeat business, and positive word-of-mouth referrals, which are vital for long-term growth.
- **Enhances teamwork and collaboration:** Good communication is the glue that holds teams together. It minimizes misunderstandings, reduces workplace conflicts, and ensures that everyone is on the same page. By fostering an environment where team members can communicate respectfully and directly, a business can break down departmental silos and encourage cross-functional collaboration. When teams work cohesively, projects are completed more smoothly, and goals are achieved more effectively.
- **Facilitates effective leadership and decision-making:** Leaders who are strong communicators can clearly articulate the company's vision and goals, which inspires and motivates their teams. Effective communication also involves active listening, which allows leaders to gather crucial information from employees, customers, and other stakeholders. This two-way flow of information provides leaders with a more complete picture of the business, enabling them to make more informed and strategic decisions.
- **Boosts brand reputation and transparency:** Consistent and honest communication, both internally and externally, builds a positive brand reputation. By being transparent with stakeholders including employees, customers, investors, and the public, a business can foster a sense of credibility and trust. A strong reputation, built on transparent communication, can attract top talent, secure valuable partnerships, and create a competitive advantage in the market.

QUESTION 3

August 2025 Question Five A

Ways in which barriers to communication could affect performance in an organisation.

- **Decreased productivity and efficiency:** When communication is ineffective, tasks are often misunderstood, leading to errors, duplicated work, and missed deadlines. Employees may waste time seeking clarification or correcting mistakes that could have been avoided with clear instructions. For example, if a project's goals are not properly communicated, team members might work on different, misaligned

objectives, causing project delays and a waste of resources. This lack of clarity and coordination directly reduces overall output and efficiency.

- **Lowered employee morale and increased conflict:** Poor communication can create a workplace full of rumors, frustration, and mistrust. When employees feel they are not being heard or are kept in the dark about important company changes, they become disengaged and demotivated. Misunderstandings between colleagues or between staff and management can escalate into conflicts, damaging teamwork and creating a toxic environment. This, in turn, can lead to higher employee turnover as people seek a more supportive and transparent workplace.
- **Poor decision-making:** Effective decision-making relies on the availability of accurate and complete information. Communication barriers, such as a hierarchical structure where information is filtered or withheld, can lead to leaders making decisions based on incomplete or incorrect data. This can result in poor strategic choices, failed projects, and negative financial outcomes. For example, a sales team that doesn't effectively communicate market feedback to product development may cause the company to launch a product that no one wants.
- **Damaged customer and stakeholder relationships:** External communication barriers can harm a company's reputation and bottom line. When customer service is affected by a lack of internal communication, customers may receive inaccurate information, have their issues handled poorly, or experience delays. This leads to customer dissatisfaction and a loss of trust. Similarly, a lack of transparent communication with investors, partners, or the public can damage the brand's credibility, leading to missed opportunities and a decrease in market confidence.
- **Hindered innovation and problem-solving:** A key driver of growth is the ability to generate new ideas and solve problems creatively. Communication barriers stifle this process by preventing the free exchange of ideas and constructive feedback. In a culture where people are afraid to speak up or where their ideas are not properly heard, valuable insights can be lost. This can cause an organization to become stagnant and fall behind competitors who have more fluid and open channels of communication.

QUESTION 4

August 2025 Question Seven B

Barriers to effective verbal communication in an organisation.

- **Language differences:** Employees may come from diverse linguistic backgrounds, leading to misunderstandings or misinterpretations due to accents, jargon, or unfamiliar vocabulary.
- **Poor listening skills:** If individuals are distracted, interrupt, or fail to actively listen, important information can be missed or misunderstood.