

Name \_\_\_\_\_ Index No. \_\_\_\_\_ / \_\_\_\_\_

2902/104 2918/104

2908/104 2920/104

2912/104 2921/104

COMMUNICATION

July 2015

Time: 3 hours



Candidate's Signature \_\_\_\_\_

Date \_\_\_\_\_

THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SALES AND MARKETING  
DIPLOMA IN HUMAN RESOURCE MANAGEMENT

DIPLOMA IN TOURISM MANAGEMENT

DIPLOMA IN TOUR GUIDING MANAGEMENT

DIPLOMA IN INFORMATION COMMUNICATION TECHNOLOGY

DIPLOMA IN PETROLEUM MANAGEMENT

MODULE I

COMMUNICATION

3 hours

### INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of examination in the spaces provided above.

This paper consists of 14 (FOURTEEN) questions in TWO sections; A and B.

Answer ALL the questions in both sections in the spaces provided in this question paper.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

### For Examiner's Use Only

Section	Question	Maximum Score	Candidate's Score
A	1-10	32	
B	11	16	
	12	18	
	13	16	
	14	18	
Total Score		100	

This paper consists of 16 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 in the spaces provided after each question.*

1. State **three** reasons why some organizations hold meetings through teleconferencing. (3 marks)

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2. List **three** barriers to communication that may be caused by a manager in an organization. (3 marks)

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3. Outline **three** advantages of using a flip chart when making a presentation. (3 marks)

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4. State **four** non-verbal signals that may indicate attentiveness in an audience. (4 marks)

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5. State **three** uses of a report in an organization. (3 marks)

6. List **four** types of interviews that may be held in an organization. (4 marks)

7. Outline **three** reasons why it is important to have an agenda for a meeting. (3 marks)



8. List **two** functions of paragraphs in an essay. (2 marks)

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9. Jacinta, a personal secretary, has received a telephone call with vital information on behalf of her boss who is away from the office. Outline **four** advantages of writing this information on a telephone message form. (4 marks)

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10. Outline **three** reasons why many managers prefer to use oral communication in an organization. (3 marks)

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## SECTION B (68 marks)

Answer *ALL* the questions in this section in the space provided after question 14.

11. A vacancy for the post of Production Assistant at Tumaini Enterprises Limited has been advertised in a daily newspaper. Assume you have the qualifications and write a letter applying for the post. (16 marks)
12. (a) Explain **four** challenges of using e-mail as a means of communication. (8 marks)
- (b) Explain **five** factors that may make a meeting fail to achieve its objectives. (10 marks)
13. The number of staff members at Utendeti Limited taking meals and refreshments at the staff restaurant has been declining for the past three months. As the Assistant Operations Manager, you have been requested by the Human Resource Manager to investigate the matter. Assume that you have completed the investigation and write a report using the schematic format. (16 marks)
14. *Read the passage below and then answer the questions that follow.*

The housing sector in Kenya faces a number of challenges. In deed, owning a house remains a dream of many. There is a high demand for formal housing which has fuelled price hikes hence locking out potential buyers. This has, in turn, denied the housing sector much needed funds to re-invest in order to increase the supply which has resulted in low supply of affordable houses. Real estate analysts and economists are warning that house prices will continue to rise as **lenders** shy away from the business.

A report by the African Development Bank (AfDB) shows that high prices have locked Kenya's housing sector out of fast growth. The AfDB is warning of a worsening supply gap because only a **handful** of private developers in the country can afford to invest in medium to large scale developments that target the middle to low income earners. According to the Centre for Affordable Housing Finance in Africa, the annual increase in the demand for housing in Kenya is 206,000 units. The inability of private developers to execute well-done projects at a reasonable cost is becoming a big concern not only in Kenya, but the entire East African region. With the exception of Zambia and to some extent Tanzania, AfDB claims that many regional developers lack experience. In Kenya there are only a few developers who have an average of 5.5 years of experience and are able to **put up** large developments of 200 and 250 units at a time.

According to data from the Central Bank of Kenya, the average size of a home loan in Kenya has been rising at the rate of about 15 per cent per year. This means that a home loan that was Ksh 5 million in one year would rise to Ksh 5.75 million the following year. The lack of **innovative**



financing options and high interest on mortgages makes affordability of houses a challenge. A research economist at the AfDB found out that interest rates on home loans range between 11 and 25 per cent per year. This means that a borrower of Ksh 6.4 million for a 15-year house loan at an interest rate of 18 per cent per year will end up paying Ksh 17.3 million. While currently about 80 per cent of new houses target high and upper middle income earners, the AfDB report shows that the greatest demand – estimated at 83 per cent – is among the middle and low income earners.

According to property firm Hass Consult, this state of affairs means that 80 per cent of Kenyans living in urban areas do not live in their own houses. Another challenge is that these urban dwellers who live in rented houses have to contend with fast rising rent hence **hindering** their potential to save and buy a house of their own. Since 2001, rent in major urban centres has increased by about 300 per cent. For example, a house that was being rented for Ksh 10,000 in 2001 cost about Ksh 30,000 per month in 2013. The lack of innovative mortgage financing solutions is a further challenge. This is because even companies that specialize in developing cheaper houses require their clients to source for financing independently. There is also lack of government support in Kenya especially in the development of infrastructure such as road networks, water and sanitation without which the projects become unattractive to buyers. The market estimates that the cost of privately developed infrastructure adds another 20-30 per cent to the price of houses in Kenya.

The problems facing the Kenya housing sector are multi-dimensional and require a holistic approach if the majority of urban dwellers are to afford houses. The market needs to be educated to accept different building solutions that are more **cost effective** such as prefabricated houses. Such houses are cheaper and can reduce construction time by up to 50 per cent and the cost of construction by more than 30 per cent.

*Adapted from: 'Magazine', The East African, 5-11 October 2013*

- (a) In about 150 words and according to the passage, explain the challenges facing the housing sector in Kenya. (12 marks)
- (b) Explain the meaning of the following words and phrases as used in the passage.
- (i) lenders
  - (ii) handful
  - (iii) put up
  - (iv) innovative
  - (v) hindering
  - (vi) cost effective
- (6 marks)