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COMMUNICATION

July 2017

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. State **four** ways in which e-mail has made it easier for managers to communicate to employees. (4 marks)
2. State **four** reasons why a receiver should decode a written message correctly. (4 marks)
3. Outline **three** reasons why the minutes of a meeting must be presented in the subsequent meeting. (3 marks)
4. State how a sender can overcome the following barriers to effective communication:
 - (i) language;
 - (ii) time;
 - (iii) prejudice. (3 marks)
5. Identify **three** mistakes that can make a job applicant fail an interview. (3 marks)
6. Outline **three** reasons why organizations are increasingly using the television to market their products. (3 marks)
7. State **three** ways through which a writer can portray courtesy in an official letter. (3 marks)
8. List **three** benefits an organization earns when a manager handles difficult customers diplomatically. (3 marks)
9. Outline **three** advantages of employing positive interpersonal communication in the office. (3 marks)
10. State **three** types of meetings that can be held in an organization. (3 marks)

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SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Explain **three** factors a manager should consider when deciding on the official channels of communication to use within the office. (6 marks)
- (b) One of your firm's long serving employees wishes to join another organization. He has requested you, as the Assistant Human Resource Manager, to write a recommendation letter for him. Write the letter. (12 marks)
12. (a) Agiza Communication Limited will hold its annual performance appraisal for all the employees in a week's time. As the Assistant Office Manager, write a memorandum notifying the employees about the exercise. (10 marks)
- (b) Explain **three** reasons why a manager may choose to call for a meeting to discuss issues affecting the employees of an organization. (6 marks)
13. You work as the Transport Manager for a public transport company. The company has been experiencing challenges retaining its conductors for long which is negatively affecting the business. The management has asked you to investigate why the conductors are leaving and write a report giving your recommendations. Assume that you have completed the investigations and write the report. (16 marks)
14. *Read the passage below and then answer the questions that follow it.*

Many Kenyans are seeking ways of owning property in the form of land and housing. There are various ways of acquiring such property. One such method is through joint venture agreements. Joint ventures are agreements between land owners and investors aimed at developing unused land by building houses and other facilities on the land. There are various steps involved in a joint venture agreement. First, the land owner takes the investor for a site visit so that the investor and his team can inspect the land and establish its viability. They look at the infrastructure, size and shape of the land, ground level, neighbourhood, by-laws and proximity to basic amenities such as hospitals. This enables the investor to **determine** the most appropriate type of development for that particular parcel of land.

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After visiting the site and deciding on the nature of development to be undertaken, the investor makes a proposal to the land owner. This step involves offering a percentage of the built-up area to the land owner. These percentages are arrived at after taking into account factors such as the cost of the land, the cost of construction, escalation in cost of construction, administrative fees and the selling price of the completed units in the project. Land owners who do not want to get involved in the day-to-day running of the project, or to be responsible for any losses associated with the project, prefer this arrangement. If the land owner accepts the investor's proposal, the next step involves starting the formalities of drafting the main agreement. At this stage, the land owner avails copies of the title documents for verification by the investor's lawyer.

Once the investor's lawyer approves the title, he then makes a draft copy of the joint development contract. In this step, the terms and conditions of the development are laid down and presented to the land owner for approval. Usually, the land owner gets his or her lawyer to study the contract before approving it. If everything is okay, the contract is signed by both parties, stamped and, in most cases, registered under the Registration of Documents at the Ministry of Lands.

Once the joint venture agreement has been signed, the next step is to form a special-purpose company, whose aim is to implement the agreement. The new company formed should be registered as a private limited company under the Companies Act of the Laws of Kenya. After formation of the company, the next step is the registration of the transfer of the land in favour of the newly formed company. To facilitate this step, the land owner avails to the lawyer all the relevant deeds and documents.

The registration then leads to hiring of a project architect who prepares a plan for the project. The land owner has to approve the plan after which it is submitted to the government authorities for approval. Once the approval by the relevant bodies has been received, development – which is the final step – begins. At this juncture, some investors start placing adverts in the local dailies indicating availability of the houses for sale.

On completion of the project, the houses allocated to the landowner are handed over to him or her. The landowner is free to sell any of the houses allocated to him or her at any stage of the construction, or even after completion. The formula for sharing profits from the project will have been negotiated and agreed upon before the signing of the agreement which clearly spells out the terms.

Adapted from: www.nation.co.ke/lifestyle, Wednesday, April 27, 2016

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(a) State the meaning of the following words and phrases as used in the passage:

- (i) determine;
- (ii) arrived at;
- (iii) avails;
- (iv) laid down;
- (v) submitted;
- (vi) negotiated.

(6 marks)

(b) In about 140 words and according to the passage, explain the steps involved in a joint venture agreement.

(12 marks)

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