

1801/301 1806/305

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1805/305

COMMUNICATION AND REPORT WRITING

November 2022

Time: 3 hours

**THE KENYA NATIONAL EXAMINATIONS COUNCIL****CRAFT CERTIFICATE IN SECRETARIAL STUDIES****CRAFT CERTIFICATE IN MARKETING****CRAFT CERTIFICATE IN BANKING AND FINANCE****CRAFT CERTIFICATE IN BUSINESS ADMINISTRATION****CRAFT CERTIFICATE IN PERSONNEL MANAGEMENT****COMMUNICATION AND REPORT WRITING****3 hours****INSTRUCTIONS TO CANDIDATES**

*This paper consists of 14 (FOURTEEN) 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 3 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** methods of transmitting information in an office. (4 marks)
2. List **three** advantages of writing short and simple business correspondence. (3 marks)
3. State **three** items that should be included in the work experience details of a curriculum vitae. (3 marks)
4. Outline **four** guidelines that should be followed when writing reports. (4 marks)
5. State **three** personal factors that may influence a sender's choice of communication channel. (3 marks)
6. List **three** measures that the secretary may take during a meeting to make it successful. (3 marks)
7. State **two** challenges that may be encountered when analysing data from questionnaires. (2 marks)
8. List **two** reasons why an interviewee should maintain eye contact during an interview. (2 marks)
9. State **four** advantages of presenting reports orally. (4 marks)
10. State the meaning of each of the following terms as used in meetings:
 - (i) ad hoc committee;
 - (ii) resolutions;
 - (iii) convenor;
 - (iv) delegate. (4 marks)



SECTION B (68 Marks)

Answer ALL the questions in this section.

11. The management of Panda Limited has realized that its new branch located on the outskirts of the city has been performing poorly. As the Assistant Manager, you have been asked to investigate the matter and write a report. Assume that you have completed the investigation and write the report. (18 marks)

12. A Youth Group held its monthly meeting and discussed the following agenda items among others:

- Expanding its car wash business;
- Marketing its activities;
- Increasing its capital base.

As the secretary, write the minutes. (18 marks)

⁷⁴ 13. Describe the stages of the communication process. (14 marks)

14. (a) Pentco Limited has rebranded its detergents. As the Assistant Manager, write a circular to all the stakeholders informing them about it. (10 marks)

(b) Describe the following types of interviews:

- (i) grievance interviews;
- (ii) appraisal interviews;
- (iii) disciplinary interviews;
- (iv) fact-finding interviews.

(8 marks)

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