

2901/110
COMMUNICATION I
July 2023
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

DIPLOMA IN SECRETARIAL STUDIES

MODULE I

COMMUNICATION I

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 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.

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SECTION A (32 marks)

Answer ALL the questions in this section.

1. State **four** instances when electronic channels may be used to pass information. (4 marks)
2. List **three** ways in which the distance between a sender and a receiver may be a barrier to effective communication. (3 marks)
3. State **three** aspects of a message that may determine the media to be used in the transmission process. (3 marks)
4. List **four** types of listening. (4 marks)
5. State **three** effects of lack of clarity in oral communication. (3 marks)
6. List **three** ways of making a notice effective. (3 marks)
7. State **three** ways of making audio communication effective. (3 marks)
8. State **three** functions of an outline when preparing a speech. (3 marks)
9. Rewrite the following sentences according to instructions given after each.
 - (i) Jane attended the function. Anne also attended the function.
(Join the sentences beginning with the word Both.)
 - (ii) "Did you send the email?" the manager asked the secretary.
(Rewrite the sentence in reported speech).
 - (iii) John did not finish the race. He had practiced for a long time.
(Join the sentences beginning with the word Although). (3 marks)
10. The following sentences contain errors. Identify the errors and rewrite the sentences correctly.
 - (i) The committee were present in the Tuesday meeting.
 - ii) Ali won the price for the best footballer.
 - iii) Ms Grace is the principle of Atlantic College. (3 marks)

SECTION B (68 marks)

Answer ALL the questions in this section.

11. (a) Explain **four** reasons why appropriate dress and grooming are critical when making a presentation. (8 marks)
- (b) Explain **four** instances when diagonal communication is used in an organization. (8 marks)
12. (a) Outline **four** factors that influence how a message is decoded. (8 marks)
- (b) Write an essay of about 250 words on “Measures that may be taken to combat famine in Kenya”. (10 marks)
13. You are the Office Manager at Wonder Printers Limited. You have received several complaints from clients that your employees rarely meet deadlines in delivering clients’ work. Write a warning letter to the head of Printing Section. (16 marks)
14. *Read the passage below and then answer the questions that follow.*

In May 2022, Kenya hosted the first ever Africa Coffee Summit under the auspices of the Inter-African Coffee Organisation (IACO). In its 61st Annual General Assembly that took place in Kigali, Rwanda, between 16th and 18th November 2021, IACO granted Kenya the privilege of hosting the first G25 Africa Coffee Summit. The theme of the summit was ‘Sustainable Development and Economic Growth in the African Coffee Sector’.

IACO is an inter-governmental organization that **brings together** 25 coffee growing countries that account for about 12 percent of the world’s coffee production. The organization, of which Kenya is a member, was formed in 1960. The primary objective of the organization was to create a common platform to forge a coordinated strategy for development of the coffee industry and the economies of African countries.

The objectives of the Africa Coffee Summit included marshalling consensus on a declaration of introducing coffee as an anchor commodity in the African Union. This was in harmony with the African Agenda 2063. Another objective was to promote value addition and domestic consumption in conjunction with educating people on coffee and its health-related benefits. Apparently, one of the challenges facing the sector is that coffee consumption remains low in most African countries. In East Africa, for example, domestic consumption is less than seven

percent of the total production. This low level of consumption is attributed to the predominance of the tea-drinking culture and inability to afford coffee due to the low purchasing power of most of the population. Inadequate product information and lack of preparation methods are also **limiting** factors to coffee consumption across Africa.

Expanding coffee trading regionally under the African Continental Free Trade Area framework was a further objective of the summit. Besides, sharing knowledge on the imminent danger of climate change and effects of the COVID-19 pandemic on the coffee sector was an objective.

Coffee is the source of livelihood for about 60 million people in Africa. It is a key pillar in agriculture and is, globally, the most traded commodity after petroleum. It is one of the most important export commodities in Africa and is key to **unlocking** the continent's prosperity of inclusive growth. Hence, there is need to prioritise the restrictions of the industry by making it an anchor commodity under the African Union Agenda 2063.

On the domestic front, there are about 800,000 smallholder farmers and an estimated 400 coffee estates involved in coffee production. Due to effective forward and backward linkages, coffee benefits an estimated five million people in the country. Therefore, the privilege of hosting the first African Coffee Summit gave Kenya an unrivalled opportunity to enhance growth by improving export of her coffee to several African countries.

To revitalize the coffee sector more effectively, the government has deliberately put some measures in place. One such measure is the formation of a task force geared towards full recovery of the coffee sub-sector. In addition, there has been reform such as the roll-out of the coffee revitalisation programmes especially the Cherry Advance Revolving Fund. There has also been the introduction of the E-voucher input subsidy programme aimed at lowering the cost of coffee production in the country. Besides, the government has reviewed legislation affecting the sub-sector. This includes licensing primary coffee pulping units to also do value addition and offer the improved product for sale.

Establishing coffee houses in local universities to entice the Kenyan youth to a coffee drinking culture is a further measure. The government has also licensed local entrepreneurs to compete for the purchase of high-quality coffee at the Nairobi Coffee Exchange and to offer, for sale, value-added coffee to several coffee houses and the general Kenyan population.

If these measures are successfully **implemented**, coffee will regain its position as the black gold of the country and will bring in the much-needed foreign exchange for various development

projects. The sub-sector will also create jobs either directly or indirectly and improve the livelihoods of millions of Kenyans, some of whom are currently languishing in poverty.

Adapted from: Daily Nation, Wednesday, 25 May 2022

- a) State the meaning of each of the following words and phrase as used in the passage:
- (i) brings together;
 - (ii) limiting;
 - (iii) unlocking;
 - (iv) implemented. (4 marks)
- b) Highlight, according to the passage, the objectives of the African Coffee Summit. (5 marks)
- c) In about 120 words, and according to the passage, write a summary on the measures that the government of Kenya has put in place to revitalize the coffee sub-sector. (9 marks)

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