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Name: _____ Index No: _____/_____

2902/104

2908/104

2912/104

2918/104

2920/104

2921/104

COMMUNICATION

November 2013

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 the examination in the spaces provided above.

*This paper consists of **FOURTEEN** questions in **TWO** sections; **A** and **B**.*

*Answer **ALL** the questions in both sections in the spaces provided in 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	18	
	12	16	
	13	16	
	14	18	
TOTAL		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. Give **three** types of information that a supermarket may communicate to its clients. (3 marks)

2. State **three** forms of oral communication that may be used in an organisation. (3 marks)

3. Give the meaning of each of the following forms of non-verbal communication. (3 marks)

(i) Sitting with arms folded across the chest.

(ii) Looking at someone directly in the eye.

(iii) Speaking calmly and distinctly at a reasonable pace.

2902/104 2908/104

2912/104 2918/104

2920/104 2921/104



4. Identify **three** situations when it would be most appropriate to use the telephone in the office. (3 marks)

5. State **four** items that may be contained in the appendices of a report. (4 marks)

6. State **four** advantages of storing information in electronic form. (4 marks)



2902/104 2908/104
2912/104 2918/104
2920/104 2921/104

2902/104 2908/104
2912/104 2918/104
2920/104 2921/104

Turn over

7. Outline **three** reasons that make it necessary for the notice and agenda of a meeting to be circulated to members in good time. (3 marks)

8. Highlight **three** qualities of a good questionnaire. (3 marks)

9. State **three** types of interviews that may be conducted in an organization. (3 marks)



10. Identify **three** situations when graphs may be used in communication.

(3 marks)

SECTION B (68 marks)

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

11. (a) You work as an Assistant Public Relations Officer at Malisho Bank. Kwame John, a customer, has written a complaint letter claiming that there has been an erroneous deduction amounting to Ksh80,000 from his account. As a result, his cheques have bounced and he has been charged several penalties. Investigations by the bank reveal that the bank was in the wrong. Write an appropriate letter to the customer. (12 marks)
- (b) You are the secretary of Chao Welfare Association and you are required to convene a meeting to be held in two weeks time. Write a notice of the meeting to the members. (6 marks)
12. In about 250 words, write an essay on: "The Benefits of Improved Road Networks to the Kenyan Economy". (16 marks)
13. You work as the Communications Assistant at Utawala College. The students' performance in the recent national examinations was poor and the reputation of the college is at stake. The Principal has requested you to investigate the matter and write a report. Assuming that you have completed the investigations, write the report. (16 marks)
14. Read the passage below and then answer the questions that follow.

Kenya could be losing billions of shillings annually as the repatriation of profits from the local tourism sector by multinational firms hits a record high. According to economic and tourism analysts, financial leakages from the industry could now be among the highest in the world as foreign tour operators devise self-serving modes of operation. This fear comes against a backdrop of an ever-rising domination of the **lucrative** industry by the trans-national players, most of whom are believed to be exploiting weak

2902/104 2908/104
2912/104 2918/104
2920/104 2921/104



Turn over

government policies to scoop maximum profits.

Financial leakages in tourism occur when revenues arising from tourism-related economic activities in destination countries are not available for re-investment or consumption of goods and services in the same countries. Financial resources “leak away” from the destination country to another country, particularly when the tourism company is based abroad and when tourism-related goods and services are being imported to the destination country.

Experts advise that while Kenya raised Ksh73.7 billions from tourism in 2010, the revenue could be tripled if loopholes that have facilitated unrestrained repatriation of profits are sealed. Financial leakages have over past decades affected **diverse** economic sectors in Kenya and many other developing countries. However, the analysts pinpoint the sudden increase in all-inclusive holiday packages to Kenya and transfer pricing as the main factors behind the escalating leakage levels in the tourism industry. The Kenya Association of Tour Operators membership list shows that up to 90 per cent of the 37 Category A and B tour firms in the country are owned and mostly managed by non-Kenyans. In contrast, Kenyans mainly run companies in categories D and E. Nearly all four and five star accommodation facilities in the country are also part of international chains headquartered overseas. The same applies to majority of airline owners in the country. As a result, Kenya could be getting as little as 20 per cent of the total **revenue generated** from her tourism.

Most of the foreign-owned tour companies are now predominantly offering all-inclusive tour packages in deals that make tourists pay for all their expenses to the firms’ agents abroad. These deals have reduced the revenue that Kenya, as a destination country, gets from the sector. The deals have further locked local tour firms out of subcontracts in the sector. Some of the companies are quite financially stable, such that they now own or are hiring private chartered planes and cruise ships that transport clients directly to and from Kenya. With Kenya being a long-haul destination where flights normally constitute about 40 to 50 per cent of the total package cost, half the total sum paid is thus lost even before tourists enter the country. This would be a different scenario if the tourists **primarily** relied on Kenyan airlines. Further, unlike in the past when foreign firms used to subcontract destination travel services to locals, most of them no longer outsource these services. They now own diverse fleets of vehicles to cater for safaris and transfers.

The package tours have also made it unnecessary for tourists to spend money outside the hotels and lodges. Most of the tourists now come to Kenya with petty cash to spend on tips, souvenirs and emergencies. Some European families pay up to Ksh2 million for a package tour as part of the initial quotation but only spend less than Ksh300,000 in Kenya. There are cases where some of the tour firms pay Maasai households as little as Ksh300 per night to have tourists spend nights in their manyattas when the guests

2902/104 2908/104
2912/104 2918/104
2920/104 2921/104



