



**CPA FOUNDATION LEVEL
PILOT PAPER
COMMUNICATION SKILLS**

Someakenya.com

December 2021.

Time Allowed: 3 hours.

Answer any FIVE questions.

ALL questions carry equal marks.

QUESTION ONE

- (a) Identify six merits of grapevine communication in an organisation. (6 marks)
- (b) Distinguish between “active listening” and “emphatic listening”. (4 marks)
- (c) Examine five ways in which written communication could be made reader friendly. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) In the context of communication process, define the following terms:
- (i) Encoding. (2 marks)
- (ii) Decoding. (2 marks)
- (iii) Feedback. (2 marks)
- (b) Outline six ways through which management could enhance the effectiveness of vertical communication. (6 marks)
- (c) Discuss four merits of effective listening. (8 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight eight benefits of using non-verbal cues in communication. (8 marks)
- (b) Analyse six essentials of a good business letter. (12 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Outline five roles played by the secretary after a meeting. (5 marks)
- (b) Identify five non-verbal signals that could indicate positive communication. (5 marks)
- (c) Discuss five psychological barriers to communication. (10 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Highlight six benefits that could accrue to an organisation from the use of intranet. (6 marks)
- (b) Distinguish between “interpersonal” and “intrapersonal” communication. (4 marks)
- (c) Examine five guidelines that a speaker could follow to ensure effective presentation. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Justify five reasons why it is important to observe ethics during a presentation. (5 marks)
 - (b) Identify five challenges associated with interviews. (5 marks)
 - (c) Assess five characteristics of a good report. (10 marks)
- Total: 20 marks**

QUESTION SEVEN

- (a) Outline eight roles played by a chairperson in a meeting. (8 marks)
 - (b) Highlight six benefits that an organisation could achieve from effective communication. (6 marks)
 - (c) Explain three factors that could guide a presenter while choosing a topic for presentation. (6 marks)
- (Total: 20 marks)**

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