

**SUBJECT:** COMMUNICATION  
**DATE:** 22<sup>nd</sup> MAY 2015  
**CLASS:** DHRM MODULE II JAN 2015B – EVENING CLASS  
**LECTURER:** BELDINA MUSEE  
**TIME:** 2 ½ HRS

**INSTRUCTIONS:** This paper consists of Nine (9) questions. Answer ALL questions.

1. Explain four benefits of effective communication in an organization. (8 Marks)
2. Explain four techniques that one can employ in order to ensure effective note taking during a lecture. (8 Marks)
3. Explain five consequences of poor downward communication in an organization. (10 marks)
4. State four items that may be included in the appendix of a report. (4 Marks)
5. State four limitations of using graphs to communicate (4 Marks)
6. Peak Limited interviewed Ms Imani Mwendwa for the position of Administrative assistant and she was successful. As the Assistant Human Resource Manager, write an appointment letter to Ms Mwendwa. (16 Marks)
7. In about 250 words, write an essay on “The Importance of Banks to the Kenyan Economy”. (16 Marks)
8. The enrolment of students at Talanta College has been on the decline in the past two years. The management of the college has asked you as the College Administrator to investigate the situation. Assume that you have completed the investigation and write the report. (16 Marks)
9. Read the following passage and then answer the questions that follow.

The port of Mombasa is the largest port in East and Central Africa serving Uganda, Rwanda and Burundi and is the eastern gateway to the Democratic republic of Congo. The facility has recorded a **surge** in exports as the economies of Kenya and the neighboring countries pick up. This has prompted the Kenya Ports Authority (KPA) to boost its cargo handling capacity. Increased activity at the port has led to congestion at the facility which was built with an initial capacity to handle 250,000 teus (20 feet equivalent units). However, the containerized cargo has grown to about 700,000 teus. The authority has tried to solve this problem by acquiring new equipment to beef up the current equipment.

The authority is set to spend more than Ksh 10 billion and deepen the channel and the ship-turning basin in Mombasa. It will soon start the construction of Container Berth Number 19. The exercise will allow bigger ships to dock at the port and make the facility more competitive. The dredging will take about one and a half years and will cost about Ksh 5.2 billion.

In addition to acquiring new equipment and improving the port’s container handling capacity, KPA is in the process of **installing** an automated clearing system. This system, also referred to as the National Electronic Single Window, will enable importers and clearing agents to electronically lodge documentation, which will be processed by the different government agencies in a matter of hours. As a result, importers and exporters will be able to clear goods at the port within a record three days; down from the current seven to ten days.

Currently, the clearing process entails a tedious paper system where traders have to move physically from office to office. The process has not only made Kenya an unattractive trade hub but also creates loopholes for corruption. The Kenya Shippers Council (KSC) envisions that the Single window will **spur** trade by reducing delays and lowering the cost associated with the clearing of good at border points thus making Kenyan good competitive. KSC argues that the single window will improve efficiency and effectiveness of official controls thereby reducing costs for both governments and traders due to better use of resources. An entity called Ken Trade has already been constituted to spearhead the process of setting up and operationalising the Single Window platform. When the Single window is in place, efficiency at the port will increase five fold.

It is envisaged that the Single Window will be in place by the end of the current financial year. When it becomes operational, it will be a relief to importers and truckers. These traders often **endure** long delays when the Kenya Revenue Authority's Information Communication Technology (ICT) system is down, costing the government billions of shillings in revenue. The Single Window will enhance harmonization and better sharing of **relevant data** across government departments, enhance revenue collection and improve efficiency for both the government and the business community.

It is estimated that the Single Window will result in yearly savings to the economy of up to Ksh 17.5 billion annually during the first three years. This amount is **set to increase** to Ksh 31.5 billion annually in subsequent years. Apart from faster clearance and release of cargo, the process will be more transparent thus reducing the potential of corrupt dealings. In addition, the platform will enable the KPA to implement a 24 hour working schedule. It will also improve container ship turnaround time-the period taken by vessels to drop and pick cargo and leave the port.

These measures to upgrade the port of Mombasa are among flagship projects that are key to delivering the double digit growth envisaged by the economic blueprint, Vision 2030. The blueprint aims at accelerating the rate at which the country becomes an industrialized middle-income nation by the year 2030.

*Adapted from: Financial Journal, The Standard, August 30, 2011.*

a) In about 150 words and according to the passage, explain the benefits that will result from the establishment of the National Electronic Single Window platform. **(12 Marks)**

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

- i) Surge
- ii) Installing
- iii) Spur
- iv) Endure
- v) Relevant data
- vi) Set to increase

**(6 Marks)**