

12 - COMMUNICATION

The topic entails;

- **Meaning of communication**
- **Discussion of how communication contributes towards the success of business.**
- **Distinguishing between form and means of communication**
- **Various means of communication and circumstances under which they are used.**
- **Advantages and disadvantages of the various means.**
- **Discussion of factors that hinder effective communication.**
- **Discussion of factors to consider in choice of a means of communication.**
- **Identifying services that facilitate communication and circumstances under which they are used.**
- **Identifying trends in communication e.g. cell phones, internet etc.**

1. The following are special delivery services provided by the post office:-**post rest ante,**

speed post, business reply service, express delivery. Match each description with the term

- a) The arrangements to deliver the mail starts at the sender's post office
- b) The arrangement to deliver the mail starts at the addressees post office
- c) Services offered to travelers who wish to receive correspondence while away from home
- d) Service that relieves the customer of postage expenses

2. State **four** advantages of sending parcels using courier firms

3. Outline **four** reasons why communication may not be effective

4. State **four** essential components for communication to take place

5. List **four** forms of communication

6. State **four** circumstances under which verbal communication may be preferred to written

communication in a business enterprise

7. State any **four** current trends in communication in Kenya today

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1. Explain **five** positive effects of introducing mobile phones in communication industry
in Kenya.
2. Explain any **five** benefits that may accrue to an organization that uses effective
communication
- 3 . Outline **five** disadvantages of sirens as a form of communication that is popular with
ambulances and the police
- 4 Discuss **five** advantages of mobile phones in communication
- 5 Explain five factors which may hinder effective communication