



AMREF INTERNATIONAL UNIVERSITY

SCHOOL OF PUBLIC HEALTH

SCHOOL OF MEDICAL SCIENCES

DEPARTMENT OF COMMUNITY HEALTH

DEPARTMENT OF HEALTH SYSTEMS

DEPARTMENT OF NURSING AND MIDWIFERY

DEPARTMENT OF REHABILITATIVE MEDICINE

**BSC PHYSIOTHERAPY, NURSING, COMMUNITY HEALTH PRACTICE, HEALTH
SYSTEM MANAGEMENT AND DEVELOPMENT**

END OF SEPTEMBER-DECEMBER TRIMESTER 2022 EXAMINATIONS

AIU 111: COMMUNICATION SKILLS

DATE: 1st DECEMBER 2022

TIME: TWO HOURS

START: 4.00 PM

FINISH: 6.00 PM

INSTRUCTIONS

1. This exam is marked out of 70 marks
2. This Examination comprises TWO Sections
Section A: Compulsory Question (30 Marks)
Section B: Long Answer Questions (40 Marks)
3. All questions in Section A are compulsory and Answer any TWO questions in Section B
4. Do Not write anything on the question paper -use the back of your booklet for rough work if need be

SECTION A: SHORT ANSWER QUESTIONS (30 MARKS)

1. Outline five ways in which ineffective communication by management may affect an organization negatively. (5 Marks)
2. Highlight five reasons that may make it necessary for management to hold regular meetings with subordinates in an organization (5marks)
3. Outline five reasons that would make the recipient of a message fail to give feedback (5 Marks)
4. State five tips that an interviewee should follow when dressing for an interview (5 Marks)
5. Highlight five positive effects of using information technology to communicate in modern offices (5 Marks)
6. State five benefits of using visual aids in oral communication (5 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

7. Explain how the Communication cycle/process works. (20 Marks)
8. Discuss the various communication types. (20 Marks)
9. "I've come a long way from Syria to Northern Ireland. When we reached Northern Ireland, we had so many barriers and challenges to start a new life, with a new world and different environment. My first worry was about the lack of ability to speak the country's language which is English. On the other hand, not knowing the language also meant that I've found difficulties to complete the essential parts of the life, such as shopping, dealing with letters, appointments and communicating with doctors and many more things. I found it really hard as I couldn't ask, and I wasn't able to understand at all. Living 10km away from my place of work also meant that I had to wake up early to get to work on time. The way of life including food meant I had to adjust my lifestyle. At work, I found technological advancements that meant I had to attend evening classes to familiarize myself with the new globalization trends. In the long ran this took a psychological turn that almost led to mental breakdown."

Evaluate the communication barriers and the obstacles associated with them in the above paragraph (20Marks)