



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF MEDICAL SCIENCES
END OF SEMESTER MAY-AUGUST 2023 EXAMINATIONS**

COURSE CODE AND TITLE: AIU 111 COMMUNICATION SKILLS

DATE: 2ND AUGUST 2023

START: 4:15 P.M. FINISH: 6:15 P.M

Duration: 2 HOURS

INSTRUCTIONS

1. This exam is out of 70 marks
2. This Examination comprises THREE Sections. Section I: Multiple Choice Questions (20 marks) Section II: Short Answer Questions (30 marks) and Section III: Long Answer Questions (20 marks)
3. Answer ALL Questions.
4. Do not write anything on the question paper -use the back of your booklet for rough work if need be.

SECTION I: MULTIPLE CHOICE QUESTIONS

(20 MARKS)

1. The following comprises non-verbal communication: -
 - a) Letter
 - b) Body language
 - c) Telephone calls
 - d) Email
2. Josephat applied for a job. When he went to the interview, he wore jeans and a t-shirt, arrived late and answered questions from the interviewer without eye contact. Eventually he didn't not get the job. This scenario is an example of ____
 - a) Self-fulfilling prophecy
 - b) Low self-esteem
 - c) Self-awareness
 - d) Emotional intelligence
3. All of the following are examples of effective communication skills except: -
 - a) Arms crossed
 - b) Open body posture
 - c) Eye contact
 - d) Speaking in a calm voice
4. The following is not a barrier to communication: -
 - a) Language
 - b) Noise
 - c) Distance
 - d) Body language
5. Which of these define communication (1mk)?
 - a) Exchanging thoughts, ideas, and messages through speech, writing, signals, and body language
 - b) Imparting information.
 - c) A system, such as mail, telephone, or television for sending and receiving messages
 - d) All of the above
6. One characteristic of the PASSIVE communication style is: -
 - a) Intolerant
 - b) Agreeable
 - c) Offensive
 - d) Egotistical
7. The types of words used for verbal communication are: -
 - a) Acronyms
 - b) Simple
 - c) Technical
 - d) Jargons

8. The following is not an element of the communication cycle: -
- Channel
 - Receiver
 - Time
 - Sender
9. An example of quick and clear method of communication is: -
- e-mail
 - notices/posters
 - face-to-face informal communication
 - business meetings
10. To understand a message properly the receiver, needs to _____ the message properly
- transmit
 - throw
 - Listen
 - Ignore
11. The following does not improve your public speaking skills: -
- Prepare with practice
 - Keep your eyes on feedback
 - Accentuate your strength
 - Focus on your audience
12. Speeches that are carefully prepared and practiced by the speaker before the actual speaking time are referred to as: -
- Impromptu speech
 - Manuscript speech
 - Extemporaneous speech
 - Memorized speech
13. Vocal aspects of speech delivery include: -
- Pitch
 - Enunciation
 - Silence
 - Voice
14. Causes of dysfunctional speech anxiety include: -
- excessive self-confidence
 - catastrophizing
 - giving a speech to an audience that is in agreement with you
 - none of the above

15. The communication orientation is: -

- a) an effective method of managing speech anxiety that counteracts a performance orientation
- b) the use of coping statements to manage speech anxiety
- c) the incremental exposure to increasingly threatening stimuli to manage anxiety
- d) both a & b

16. An audience that gathers voluntarily to hear a speaker because listeners care about issues and ideas is a _____ audience

- a) captive
- b) contrary
- c) concerned
- d) casual

17. With regard to audience purpose, it is generally reasonable to say that: -

- a) all members are always there for the same purpose.
- b) there may be a variety of purposes for listening within an audience.
- c) gender is generally the best predictor of purpose.
- d) audience demographics have no correlation to audience purpose.

18. One of the following is not a demographic factor: -

- a) group memberships
- b) age
- c) speech purpose
- d) gender

19. Which is NOT a general purpose?

- a) choose a topic about which you know nothing so your topic will be fresh.
- b) choose a topic in which you are not really interested, so you can empathize with the audience and develop their interest.
- c) delay your choice as long as possible so that you spend as much time as you can searching for a good topic.
- d) choose a topic that interests you so you can make it interesting for others.

20. Reviewing your interests is a good step to take when you are (1mk)

- a) analyzing the audience.
- b) analyzing the speaking situation.
- c) choosing a topic.
- d) organizing your speech.

SECTION II: SHORT ANSWER QUESTIONS

(30 MARKS)

1. Outline three (3) ways in which ineffective communication by management may affect an organization negatively. (3 Marks)
2. State three (3) channels that may be used to convey oral messages. (3 Marks)
3. Outline three (3) reasons that may make it necessary for management to hold regular meetings with subordinates in an organization (3 Marks)
4. Outline three (3) reasons that would make the recipient of a message fail to give feedback (3 Marks)
5. Highlight three (3) circumstances when it would not be appropriate to use telephone to communicate (3 Marks)
6. State three (3) tips that an interviewee should follow when dressing for an interview (3 Marks)
7. Outline three (3) positive effects of using information technology to communicate in modern offices (3 Marks)
8. State three (3) benefits of using visual aids in oral communication (3 Marks)
9. Outline three (3) reasons for use of informal communication in an organization (3 Marks)
- .. (3 Marks)
10. State three (3) barriers to communication (3 Marks)

SECTION III: LONG ANSWER QUESTION

(20 Marks)

1. Describe the seven (7) steps in Communication cycle (14 Marks)
2. Discuss the three (3) types communication (6 Marks)