



**AMREF INTERNATIONAL UNIVERSITY**  
**SCHOOL OF MEDICAL SCIENCES**  
**DEPARTMENT OF NURSING AND MIDWIFERY SCIENCES**  
**BACHELOR OF SCIENCE IN NURSING**  
**END OF SEMESTER EXAMINATIONS DECEMBER 2023**

**COURSE CODE AND TITLE: AIU 111: COMMUNICATION SKILLS**

**Date: 8-DECEMBER-2023**

**Time: 2 HOURS**

**Start: 4:15PM**

**END: 6:15PM**

**Instructions**

- 1) This exam is out of 70
- 2) This paper has three sections: Section A:MCQ (20 marks), Section B:SAQ (30 marks) and Section C:LAQ (20marks)
- 3) Answer **ALL** questions in Section A, Section B and C
- 4) Answer all the questions in the examination booklets provided
- 5) Any rough work to be done at the back of the answer booklet

**SECTION A: MULTIPLE CHOICE QUESTIONS**

**20 MARKS**

1. The primary purpose of communication is;-
  - A. To impress others
  - B. To convey information
  - C. To dominate conversations
  - D. To showcase vocabulary
2. The following is an example of non-verbal communication;-
  - A. Email
  - B. Text message
  - C. Facial expression
  - D. Phone call
3. Active listening involves;-
  - A. Talking continuously
  - B. Interrupting others
  - C. Paying attention and responding
  - D. Daydreaming
4. The following is a barrier to effective communication;-
  - A. Clarity
  - B. Conciseness
  - C. Language proficiency
  - D. Open-mindedness
5. Empathy in communication refers to;-
  - A. Ignoring others' feelings
  - B. Showing understanding and compassion
  - C. Being indifferent
  - D. Criticizing others' emotions
6. The acronym "I" in the context of communication stand for;-
  - A. Informative
  - B. Impressive
  - C. Intimidating
  - D. Interactive

7. The communication style that tends to prioritize the listener's needs over the speaker's needs is;

- A. Aggressive
- B. Assertive
- C. Passive
- D. Passive-aggressive

8. The importance of feedback in communication is;-

- A. It encourages one-way communication
- B. It fosters misunderstandings
- C. It enhances understanding and clarity
- D. It promotes disengagement

9. The following is a characteristic of effective communication;-

- A. Confusion
- B. Misinterpretation
- C. Clarity
- D. Dishonesty

10. The importance of body language in communication is;-

- A. It has no impact on understanding messages
- B. It can contradict spoken words
- C. It is irrelevant in face-to-face communication
- D. It enhances verbal messages

11. The following is an example of a formal communication channel;-

- A. Informal conversation
- B. Company newsletter
- C. Grapevine communication
- D. Social media interaction

12. J 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 get the job. This scenario is an example of \_\_\_\_\_. (2mks)

- A. Self-fulfilling prophecy
- B. Low self-esteem
- C. Self-awareness
- D. Emotional intelligence

13. The role of clarity in effective communication is;-
- A. To complicate the message
  - B. To foster misunderstandings
  - C. To ensure the message is understood
  - D. To use complex language
14. The importance of tone in communication is;-
- A. It has no effect on the message
  - B. It can change the meaning of the message
  - C. It is not important in written communication
  - D. It is only relevant in formal situations
15. The impact of cultural differences on communication is;-
- A. It promotes understanding and respect
  - B. It has no effect on communication
  - C. It can lead to misunderstandings and conflicts
  - D. It enhances communication efficiency
16. The following is an example of a written communication tool;-
- A. Telephone call
  - B. Face-to-face conversation
  - C. Email
  - D. Video conference
17. The term "paraphrasing" in communication refers to ;-
- A. Repeating the exact words of the speaker
  - B. Ignoring the speaker's words
  - C. Summarizing the speaker's message in your own words
  - D. Misinterpreting the speaker's message
18. The role of patience in effective communication is;-
- A. To rush the conversation
  - B. To promote misunderstandings
  - C. To enhance understanding and clarity
  - D. To discourage interaction
19. The following is an example of a formal communication style;-
- A. Casual language
  - B. Professional language
  - C. Slang and jargon
  - D. Informal greetings

20. The role of non-verbal communication in public speaking is;

- A. It has no impact on audience engagement
- B. It can enhance or detract from the speaker's message
- C. It is not important in effective presentations
- D. It is only relevant in small group discussions.

**SECTION B: SHORT ANSWER QUESTIONS**

**30 MARKS**

1. Explain five(5) ways ineffective communication by management may affect an organization negatively (10 marks)
2. Explain five (5) reasons that may make it necessary for management to hold regular meetings with subordinates in an organization (10 marks)
3. Explain five (5) reasons that would make the recipient of a message fail to give feedback (10 marks)
4. Explain five (5) receiver related barriers to communication (10 marks)

**SECTION C: LONG ANSWER QUESTIONS**

**20 MARKS**

**Instruction: Answer only one question**

1. Explain how the Communication cycle/process works (20 marks)
2. Discuss the various communication types (20 marks)