



**AMREF INTERNATIONAL TRAINING CENTER
CANDIDATE WRITTEN ASSESSMENT**

Qualification Code :

Unit title : COMMUNICATION SKILLS LEVEL 5

Unit Code : HE/OS/CH/BC/01/5/A

**Unit of Competency : DEMONSTRATE COMPETENCIES REQUIRED TO PROVIDE
COMMUNICATION SKILLS**

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE

1. You have **TWO** hours to answer all the questions.
2. This paper has three sections A, B and C
3. You are provided with a separate answer booklet.
4. Marks for each question are indicated in the brackets.
5. Do not write on the question paper.

This paper consists of EIGHT (7) printed pages

Candidates should check the question paper to ascertain that all the pages are printed as indicated and that no questions are missing.

SECTION A (20 Marks)

*Answer all the questions in this section.
Each question in this section carries one mark*

1. As a team leader, what is the effective approach when delivering constructive feedback to team members?

- A. Be vague to avoid hurting their feelings.
- B. Use humor to lighten the mood.
- C. Focus on specific behaviors and their impact, and offer suggestions for improvement.
- D. Provide feedback only during formal performance reviews.

2. In a conflict resolution scenario, what is "compromise"?

- A. Giving in to the other person's demands completely.
- B. Finding a middle ground where both parties give up something to reach an agreement.
- C. Avoiding the conflict and hoping it will go away.
- D. Ignoring the conflict altogether.

3. Sheila is working in a customer service desk. Give reason why it is important to be clear and concise when communicating?

- A. To make communication more enjoyable to listener.
- B. To demonstrate her speaking skills.
- C. To avoid misunderstandings and save time.
- D. To create a sense of belonging in the conversation.

4. The most effective way to phrase your message when giving feedback to a report presented to you would be?

- A. "You always make mistakes in your work."
- B. "Your work is terrible."
- C. "I noticed a few errors in your recent report. Let's work together to correct them."
- D. "You're the worst at this."

5. In a job interview, when asked about your weaknesses, which of the following responses demonstrates strong communication skills?

- A. "I don't have any weaknesses."
 - B. "I sometimes struggle with time management, but I'm working on it."
 - C. "I prefer to work alone and find it hard to collaborate with others."
 - D. "I have many weaknesses, but I don't think they're relevant to this job."
6. Effective communication builds relationship. Which one of the following is an approach that can be used to meet communication needs of workers in an organization?
- A. Respectfulness
 - B. Total Hearing
 - C. Distractions
 - D. Inattentiveness
7. One of the following is an important non-verbal aspect of communication;
- A. Maintaining constant eye contact
 - B. Responding to emails promptly
 - C. Facial expression, gestures, and body language
 - D. Using technical jargon
8. Identify from the following an advantage of active listening in a professional context
- A. It saves time by cutting short conversations.
 - B. It demonstrates your expertise on the subject.
 - C. It shows respect and understanding.
 - D. It allows you to dominate the conversation.
9. The primary goal of communication is?
- A. To create barriers
 - B. To be polite

C. To have completeness

D. To effect a change

10. During delivery of a presentation a key element of effective communication would be?

A. Avoiding eye contact with the audience

B. Speaking as fast as possible to cover all the material.

C. Organizing content logically and using visual aids effectively.

D. Using complex technical jargon to impress the audience.

11. Which one of the following is involved in evaluating group communication strategies?

A. Deciding on the type of evaluations to be conducted

B. Establishing the meters to be measured

C. Establishing key developments

D. Having a deal

12. A potential drawback of closed-ended questions in communication is?

A. They encourage detailed responses

B. They may limit the amount of information shared

C. They promote open and honest dialogue

D. They establish rapport and trust

13. The primary purpose of a curriculum vitae is?

A. To list all the job, you've ever had

B. To give information about your talents

C. To showcase your qualification and experiences

D. To demonstrate ability of writing

14. During communication strategy development the first stage is known as?

- A. Revision.
- B. Implementation.
- C. Analysis.
- D. Evaluation

15. When information flows from one functional area to the other at the same level, this will be referred to?

- A. Horizontal communication
- B. Informal communication
- C. Grapevine communication
- D. Upward communication

16. One of the following is the important reason of setting an agenda for a meeting.

- A. To measure the success of a meeting
- B. To help the group prepare for the meeting
- C. To give reason why people shouldn't attend the meeting
- D. To help in disciplining those who don't contribute

17. In a business meeting, which one of the following is an example of active listening?

- A. Interrupting others to share your ideas.
- B. Checking your email during the meeting.
- C. Nodding in agreement and asking clarifying questions.
- D. Remaining silent throughout the discussion.

18. Show an example of etiquette in professional email communication.

- A. Using informal language to make the email more personal.
- B. Including all details in the body of the email without attachments.

- C. Forwarding all received emails without responses to save time.
- D. Proofreading and spell-checking the email before sending it.
19. During a negotiation, which of the following is a key aspect of effective communication?
- A. Being inflexible and not considering the other party's perspective.
- B. Making unrealistic demands to gain an advantage.
- C. Actively listening, asking questions, and seeking common ground.
- D. Avoiding eye contact to maintain a poker face.
20. The communication strategy that is most appropriate when answering behavioral interview questions that ask about your past experiences and actions is?
- A. Using vague and general responses
- B. Sharing specific examples from your past
- C. Avoiding eye contact with the interviewer
- D. Responding with unrelated anecdotes

SECTION B (40 MARKS)

ANSWER ALL QUESTIONS

21. Outline four advantages of written communication (4 marks)
22. Mention four factors that affect oral communication (4 marks)
23. State FOUR importance of nonverbal communication in a professional context. (4 Marks)
24. Adapting your communication style when working with team members from different cultural backgrounds is essential for effective collaboration. Highlight four ways to do so. (4 marks)
25. When identifying communication needs and targeting your audience, it's crucial to consider several factors to ensure effective communication. State five important factors to consider. (5 marks)
26. State four benefits of meetings (4 marks)
27. State four positive effects of Information and Communication Technology (ICT)

on business productivity (4 marks)

28. Mention three functions of communication (3 marks)

29. Identify five disadvantages of group discussion (4 marks)

30. State four roles of communication in an organization (4 marks)

SECTION C (40 MARKS)

Answer only two questions in this section. Question one is compulsory.

Each question is 20 marks.

11. You have been invited for an interview at ABC institution after your graduation at Amref International University.

a) Discuss four factors to consider when preparing to attend an interview (8 marks)

b) Describe four functions of interviews (4 marks)

c) Explain two importance of interviews (4 marks)

d) Identify four challenges of an interview (4 marks)

12. Communication is not always successful. Several things can prevent the message from reaching the intended recipient or from "having the desired effect on the recipient.

a) Discuss five barriers to effective communication (10 marks)

b) Explain five purposes of communication to an individual and in an organization (10 marks)

13. Vertical communication is the communication where information flows between or among the subordinates and superiors of the organization.

a) Discuss five advantages of vertical communication in an organization (10 marks)

b) Discuss five importance of group discussion among students (10 marks)

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