

AMREF INTERNATIONAL TRAINING CENTRE

Qualification code : 102105TA
Qualification : COMMUNITY HEALTH LEVEL 5
Unit Code : HE/CU/CH/BC/01/5/A
Unit of Competency : DEMONSTRATE COMMUNICATION SKILLS

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE

1. You have **THREE (3)** hours to answer all the questions.
2. Marks for each question are indicated in the brackets.
3. The paper consists of **TWO** sections: A and B
4. Do not write on the question paper.
5. A separate answer booklet will be provided.

This paper consists of THREE (3) 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 (40 MARKS)

Answer all the questions in this section

1. Verbal communication is a very effective mode of passing a message. Outline **four** circumstances when non-verbal communication is used to pass information. (4 Marks)
2. There are several factors that employees may face in any organization. Identify **four** psychological factors that may hinder effective communication among the employees. (4 Marks)
3. Visual aids are an effective way to enhance communication. Give **four** reasons for using visual aids to communicate. (4 Marks)
4. Grapevine communication is useful in a specific scenario. Highlight **three** factors that encourage grapevine communication in an organization. (3 Marks)
5. Akinyi is determined to sell her carvings in Japan. However, the only languages she knows are English and Dholuo which are foreign to most of her prospective clientele. Explain how Akinyi can overcome the challenge. (4 Marks)
6. Email is one of the convenient ways to communicate with others. Outline **four** ways in which email has made it easier for managers to communicate with employees. (4 Marks)
7. Clarity in communication is essential for effective communication. Identify **four** measures that a speaker should take to ensure clarity. (4 Marks)
8. Instructions in communication can be passed from one point to another depending on the sender and the intention of communication.
 - a) Explain the term “bypassed instructions” in relation to barriers to effective communication. (2 Marks)
 - b) Identify **two** ways one could use to overcome barriers to communication (3 Marks)
9. A report is regarded as effective depending on the preparations made. Identify **four** qualities of a good report. (4 Marks)
10. There are several ways in which an organization can enhance its public image. List **four** ways in which an organization can improve its public image. (4 Marks)

SECTION B (60 MARKS)

Answer question 12 and any other 2 questions from this section

11. You are in an organization and you deal with various firms as per the guidelines given below. Using this case scenario, demonstrate the skills as asked in the question below.

- a) One of your firm's long-serving employees wishes to join another organization. He has requested you, as the Assistant Human Resource Manager, to write a recommendation letter for him. Write the letter. (12 Marks)
- b) Explain **four** factors a manager should consider when deciding on the official channels of communication to use within the office. (8 Marks)

12. You have been appointed as the speaker in an event organized in your sub-county to address issues on early pregnancies.

- a) Prepare an official speech that you will deliver during this event. (10 Marks)
- b) Discuss **five** elements of a good speaker while giving a speech. (10 Marks)

13. You are due to attend an interview for a job that you have been passionate about.

- a) Explain **five** non-verbal communication signals that you will use to persuade your interviewers that you are the most suitable candidate for the job. (10 Marks)
- b) Explain **three** benefits of thorough preparation for an employment interview by an interviewee. (6 Marks)
- c) State **four** ways to conduct yourself during the interview. (4 Marks)

14. Agiza Communication Limited will hold its annual meeting for all the employees in a week.

- a) You are the secretary of the meeting. Write minutes for this meeting. (12 Marks)
- b) Explain **four** reasons why a manager may choose to call for a meeting in an organization. (8 Marks)

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