



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
BACHELOR OF SCIENCE IN COMMUNITY HEALTH
END OF SEMESTER EXAMINATION MAY - AUGUST 2024

AIU 111 COMMUNICATIN SKILLS

DATE: August 2024

TIME: TWO Hours

Start:

Finish

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)

SECTION A: ANSWER ALL QUESTIONS (30MKS)

1. Outline five ways in which ineffective communication by management may affect an organization negatively (3 mks)
2. Highlight five reasons that may make it necessary for management to hold regular meetings with subordinates in an organization (3 mks)
3. State five reasons that would make the recipient of a message fail to give feedback (3 mks)
4. Outline five reasons why informal communication may be used in an organization (3 mks)
5. Outline five positive effects of using information technology to communicate in modern offices (3 mks)
6. State five benefits of using visual aids in oral communication (3 mks)
7. Identify communication skills needed for successful negotiation and conflict resolution (3mks)
8. Outline how emotional intelligence is relevant to effective communication (3mks)
9. Explain how culture influences communication styles and expectations in public speaking (3mks)
10. How communication skills impact leadership effectiveness (3mks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MKS)

11. You are part of a international organization with teams spread across different countries and time zones. Despite advanced technology, communication challenges persist, affecting teamwork, project delivery, and overall organizational efficiency. Your team has been tasked with improving the communication cycle within the company to foster collaboration and enhance productivity. Discuss (20mks)
12. You are part of a team working on a critical project with members from diverse cultural backgrounds. The team includes individuals from Asia, Europe, North America, Africa and South America. The project is reaching a crucial phase, and effective communication is paramount for success. Amidst the cultural diversity within the project team, a significant communication barrier has emerged, hindering the team's progress. The issue revolves around differences in communication styles, expectations, and non-verbal cues. Identify and analyze the specific communication barriers (20mks)
13. Imagine a scenario in a modern workplace where effective communication is crucial for success. The organization is diverse, with team members located in different geographical locations. The communication challenges are multifaceted, ranging from cultural differences to varying communication preferences. What are the various types of communication relevant to this scenario? (20mks)