



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF MEDICAL SCIENCES
DEPARTMENT OF NURSING & MIDWIFERY SCIENCES
END OF SEMESTER AUGUST 2024 EXAMINATIONS**

COURSE CODE AND TITLE: AUI 111 COMMUNICATION SKILLS

DATE:

Duration: 2 HOURS

Start: 9:00 AM

Finish: 11:00 AM

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 is a component of effective communication; -
 - A. Criteria
 - B. Emails
 - C. Feedback
 - D. Ambiguity

2. Active listening involves;-
 - A. Interrupting frequently
 - B. Focusing on your response
 - C. Nodding and giving verbal affirmations
 - D. Thinking about other tasks

3. The primary purpose of feedback in communication is;-
 - A. To criticize
 - B. To clarify and confirm understanding
 - C. To fill time
 - D. To create confusion

4. The barrier to effective communication is;-
 - A. Noise
 - B. Eye contact
 - C. Clear message
 - D. Active listening

5. The grapevine in an organization is an example of;-
 - A. Formal communication
 - B. Informal communication
 - C. Vertical communication
 - D. Nonverbal communication

6. The following can help reduce misunderstandings in communication; -
 - A. Using ambiguous language
 - B. Assuming understanding

- C. Asking clarifying questions
 - D. Avoiding eye contact
7. The following best describes assertive communication;-
- A. Passive and submissive
 - B. Aggressive and confrontational
 - C. Direct and respectful
 - D. Indirect and evasive
8. A form of nonverbal communication includes;-
- A. Tone of voice
 - B. Written email
 - C. Face to face
 - D. Public lecture
9. Emotional intelligence in communication involves:
- A. Ignoring emotions
 - B. Recognizing and managing your own and others' emotions
 - C. Avoiding difficult conversations
 - D. Focusing solely on facts
10. The following is essential in a cross-cultural communication setting;-
- A. Ethnocentrism
 - B. Stereotyping
 - C. Cultural awareness
 - D. Assumptions
11. Paralanguage refers to;-
- A. Written language
 - B. Body language
 - C. The vocal aspects of communication, such as tone and pitch
 - D. Sign language
12. The most effective way to handle communication in conflict is;-
- A. Avoidance

- B. Confrontation
- C. Collaboration
- D. Competing

13. The following is an example of passive communication;-

- A. Saying "no" firmly
- B. Avoiding eye contact and agreeing reluctantly
- C. Interrupting the speaker
- D. Clarifying your own needs assertively

14. The communication style characterized by expressing one's own needs at the expense of others is;-

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

15. During a presentation, what should be the focus to engage the audience;-

- A. Using complex terminology
- B. Reading from slides verbatim
- C. Maintaining eye contact and using gestures
- D. Speaking in a monotone voice

16. The following is a benefit of effective communication in a team;-

- A. Increased misunderstandings
- B. Decreased productivity
- C. Enhanced collaboration
- D. Greater conflict

17. The following comprises non-verbal communication;-

- A. Letter
- B. Body language
- C. Telephone calls

D. Email

18. 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 get the job. This scenario is an example of _____

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

19. 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

20. The following is not a barrier to communication;-

- A. Language
- B. Noise
- C. Distance
- D. Body language

SECTION II: SHORT ANSWER QUESTIONS (30 MARKS)

1. Outline three (3) ways 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 why informal communication may be used in an organization (3 marks)
10. State three (3) receive related barriers to communication (3 marks)

SECTION III: LONG ANSWER QUESTION – (20 MARKS)

1. Effective communication relies on a clear exchange of thoughts, ideas, and information between individuals.
 - a) Explain two (2) ways the Communication cycle/process works (2 marks)
 - b) Discuss four (4) types of communication (8 marks)
 - c) Explain five (5) communication barriers and the obstacles that occur during communication process (10 marks)