



**AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF COMMUNITY HEALTH
BACHELOR OF SCIENCE IN COMMUNITY HEALTH PRACTICE
END OF MAY-AUGUST 2024 SEMESTER EXAMINATIONS
CHP/HSM/BSN/ PHYSIO**

UNIT CODE: AIU 111

UNIT NAME: COMMUNICATION SKILLS

DATE: TUESDAY 13TH AUGUST 2024

TIME: TWO HOURS

START: 4.30 PM **STOP:** 6.30PM

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)
3. This online exam shall take TWO Hours
4. All questions in Section A are compulsory and Answer any TWO questions in Section B
5. Late submission of the answers will not be accepted
6. Ensure your web-camera is on at all times during the examination period
7. No movement is allowed during the examination
8. Idling of your machine for 5 min or more will lead to lock out from the exam
9. The Virtual Assessment Test (VAS) has inbuilt integrity checks to detect cheating
10. Any aspect of cheating detected during and or after the exam administration will lead to nullification of your exam
11. In case you have any questions call the invigilator for this exam on Tel. -----
and or the Head of Department on Tel 0723742370
12. For adverse incidences please write an email to: amiu.examinations@amref.ac.ke

SECTION A: ANSWER ALL QUESTIONS (30 MARKS)

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

SEC B: ANSWER ANY TWO QUESTIONS (40 MARKS)

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. (20 Marks)
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 (20 Marks)
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? (20 Marks)