



**AMREF INTERNATIONAL UNIVERSITY  
SCHOOL OF PUBLIC HEALTH  
DEPARTMENT OF COMMUNITY HEALTH  
DIPLOMA IN COMMUNITY HEALTH PRACTICE  
END OF MAY-AUGUST 2024 SEMESTER EXAMINATIONS**

**UNIT CODE:** DCHP 111

**UNIT NAME:** COMMUNICATION SKILLS

**DATE:** WEDNESDAY 7<sup>TH</sup> AUGUST 2024

**TIME:** TWO HOURS

**START:** 2.00 PM                      **STOP:** 4.00 PM

**INSTRUCTIONS**

1. This exam is marked out of 60 marks
2. This Examination comprises TWO Sections  
**Section A:** Compulsory Question (20 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

## **SECTION A: COMPULSORY (20 Marks)**

### **Short Answer Questions**

1. Highlight the three steps of the perception process. **(3marks)**
2. State five characteristics of effective verbal communication. **(5marks)**
3. Outline five techniques you use to improve your public speaking abilities. **(5marks)**
4. Identify five key differences between effective written and verbal communication styles. **(5marks)**
5. Identify two ways that cultural differences can impact communication styles and norms. **(2marks)**

## **SECTION B (Set 3 Questions each 20 Marks)**

### **ANSWER ANY TWO (2) QUESTIONS (40 Marks)**

#### **Long Answer Questions**

6. You are an advocate for a local non-profit organization that aims to promote literacy and education in underprivileged communities. Your organization is preparing for an upcoming fundraising event, where you will have the opportunity to deliver a persuasive speech to potential donors and supporters. Your task is to craft a compelling persuasive speech that motivates the audience to support your organization's mission and initiatives.
  - a) Outline three main points or arguments you would use to persuade the audience to support your organization's literacy and education initiatives. For each point, provide specific examples, statistics, or evidence to reinforce your argument. **(6 Marks)**
  - b) Describe two rhetorical techniques or persuasive strategies you would employ in your speech to effectively appeal to the audience's emotions, values, or logic. Explain how these techniques would enhance the persuasive impact of your speech. **(4 Marks)**
  - c) Draft an attention-grabbing introduction that captures the audience's interest and sets the tone for your persuasive speech. **(10 Marks)**
7. You are working as a community health worker in a local community that still practices open defecation. Despite efforts by organizations to introduce latrines, these initiatives have been unsuccessful. Now, there is an outbreak of bilharzia (schistosomiasis) in your area of operation.
  - a. As a community health worker, what steps will you take to address this situation and encourage community members to adopt behaviors that will prevent the further spread of the disease? **(6 Marks)**
  - b. What communication skills will you deploy in this situation. **(4 Marks)**

- c. How will you ensure sustainability to prevent future occurrence? (10 Marks)
- 8. Think of a recent conversation you had, either at workplace or with friends and family.
  - a. Describe how elements of communication influenced the overall conversation. (10 Marks)
  - b. What specific communication qualities or behaviors you or your friends and or members of your family effective communicator? (5 Marks)
  - c. How did feedback help you and the other persons understand each other better? (5 Marks)

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