



## AMREF INTERNATIONAL TRAINING CENTER

Qualification Code :  
Qualification : Level 6  
Unit Code :  
Unit Of Competency : Demonstrate Communication Skills

### WRITTEN ASSESSMENT CANDIDATE WRITTEN ASSESSMENT (NOV/DEC 2024)

#### INSTRUCTIONS TO CANDIDATE

1. You have **THREE** hours to answer all the questions.
2. This paper has two sections A and B.
3. You are provided with a separate answer booklet.
4. Marks for each question are indicated in the brackets.
5. Do not write on the question paper.

*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. Define the following terms as used in Communication Skills;
  - a) Verbal communication (2 Marks)
  - b) Non-verbal communication (2 Marks)
2. You are a hiring manager preparing for an interview with a potential candidate for a marketing position. Mention FOUR strategies of communication skills you will use in your interview (4 Marks)
3. An interview enhances conversation between various parties in an organization for various purposes. Outline FOUR aims of holding interviews within an organization (4 Marks)
4. External communication occurs between an organization and other institutions. State FOUR benefits of maintaining good external communication (4 Marks)
5. You have recently been employed in an organization and you are required to work with the marketing team to develop an effective advert. State FOUR characteristics of an effective advert (4 Marks)
6. Letter writing is a form of communication that is commonly used. Highlight FOUR benefits of letter writing (4 Marks)
7. Conflicts are inevitable in workplaces where people of different personalities and backgrounds meet daily. State FOUR ways of handling conflict in an organization (4 Marks)
8. Visual aids may be used to make presentations. Enumerate FOUR benefits of using visual aids in a presentation (4 Marks)
9. Effective communication is crucial in various aspects of life. Mention FOUR reasons why effective communication is important (4 Marks)
10. Written communication is important in the Workplace. Highlight TWO differences between written and non-written communication (4 Marks)

**SECTION B: (60 MARKS)**

*Answer Any Three Questions in This Section*

11. You have been appointed the class representative in your institution and you are supposed to form groups in the class to use them in class discussion on topics about communication skills.

- a) Identify TWO benefits of studying communication skills to the students (2 Marks)
- b) Discuss FOUR different active listening skills you will encourage group members to use in the groups (8 Marks)
- c) Explain FIVE advantages of group discussions among University students (10 Marks)

12. Communication is important since information is passed on from the source to the recipients. However, there are many barriers to effective communication and this interferes with passing of information from one person to another one.

- a) Discuss FOUR barriers to effective communication (8 Marks)
- b) Describe SIX strategies to overcome the above barriers (12 Marks)

13. When giving a speech to a large audience, some factors should be considered in order to make an effective speech.

- a) Explain FIVE factors that the speaker should put into consideration so that the listeners can get the message effectively (10 Marks)
- b) Discuss FIVE disadvantages of oral communication (10 Marks)

14. For the last few years people's communication has been revolutionized, courtesy of the internet and increased usage of smartphones

- a) Explain FIVE advantages of digital communication tools in modern workplaces (10 Marks)
- b) Discuss FIVE challenges posed by digital communication tools (10 Marks)