



AMREF INTERNATIONAL TRAINING CENTER

Unit title :
Unit Code :
Unit of Competency : Demonstrate Communication Skills

WRITTEN ASSESSMENT

CANDIDATE TOOL

TIME: 3 HRS

INSTRUCTIONS TO CANDIDATE:

- i. You are allocated **THREE (3) HOURS** to answer all the questions.
- ii. This paper consists of **TWO** sections (A, B).
- iii. Marks for each question are indicated in the brackets.
- iv. Provide all your candidate personal information, date and signature.

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:
 - a) Communication process (2 marks)
 - b) Horizontal communication (2 marks)
2. The receiver plays a crucial role in the communication process. Highlight FOUR characteristics to effective communication as a receiver. (4 marks)
3. Visual and audio-visual communication methods have certain limitations. Highlight THREE weaknesses of visual and audio-visual communication. (3 marks)
4. Modern technology has transformed how businesses operate. State THREE positive effects of Information and Communication Technology (ICT) on business productivity. (3 marks)
5. Written communication remains a vital form of organizational correspondence. Highlight FOUR advantages of written communication. (4 marks)
6. Effective communication can be hindered by various obstacles and factors. Mention FOUR barriers to effective communication. (4 marks)
7. Verbal communication is a primary method of workplace interaction. Identify THREE advantages of verbal communication. (3 marks)
8. Oral communication effectiveness depends on various elements. Mention FOUR factors that affect oral communication. (4 marks)
9. Group discussions usually bring together several individuals. State FIVE strategies that can be implemented to encourage group participation. (5 marks)
10. An interview is a formal meeting where information is exchanged between parties. Highlight THREE challenges of an interview. (3 marks)

11. Effective communication is essential for our daily interactions with others both in formal and informal settings. State THREE ways you can improve your communication skills.

(3 marks)

SECTION B: (60 MARKS)

(Answer any three (3) questions from this section)

12. Communication is not always successful. Several things can prevent the message from reaching the intended recipient or from having the desired effect on the recipient.

a) Discuss FIVE barriers to effective communication. (10 marks)

b) Explain FIVE characteristics of formal communication. (10 marks)

13. When giving a speech to a large audience, some factors should be considered in order to make the 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 factors that you would consider in order to deliver a good speech. (10 marks)

14. Communication is an essential element to individuals and to groups of people.

a) Explain FIVE purposes of effective communication in an organization. (10 marks)

b) Discuss FIVE ways to improve your communication skills. (10 marks)

15. Vertical communication is the communication where information flows between or among the subordinates and superiors of the organization.

a) Discuss FIVE advantages of vertical communication in an organization. (10 marks)

b) Explain FIVE benefits of feedback in an organization. (10 marks)