



**AMREF INTERNATIONAL UNIVERSITY**  
**SCHOOL OF PUBLIC HEALTH**  
**DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT**  
**BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND**  
**DEVELOPMENT**  
**END OF SEMESTER EXAMINATION JANUARY-APRIL 2026**  
**AIU 111 COMMUNICATION SKILLS**

**TIME:** Two Hours  
**Date :** 7<sup>TH</sup> April 2026  
**TIME :** Two (2) Hours      Start: 5:00PM      End:7:00PM

**INSTRUCTIONS TO CANDIDATES**

- 1) This exam is out of 70 marks
- 2) Section-A is compulsory with a Total of 30 Marks
- 3) Answer any TWO (2) questions in Section B

***Read carefully the additional instructions preceding each section.***

## Section A

1. Effective communication is critical in various aspects of life. State TWO characteristics to effective communication as the receiver

(2marks)

2. Engaging your audience and maintaining their interest during a presentation is essential for effective communication. Highlight FOUR techniques to achieve this, whether it's an internal team or external stakeholders.

(4marks)

3. Developing rapport during an interview is crucial to establish a positive connection with the interviewer and increase your chances of success. State FOUR ways to build rapport during interview.

(4marks)

4. Each organization is required to hold meetings annual as part of organizational policies, in your own knowledge, outline four advantages of holding a meeting in an organization.

(4marks)

5. A new employee with a visual impairment joins your team. State FOUR ways you will adapt your communication strategies to ensure they are included and feel comfortable

(4 marks)

6. Your school is facing a crisis situation (e.g., exam leakage). As the public relations manager highlight four strategies can you effectively use to communicate with both internal and external stakeholders during a crisis?

(4marks)

7. ABC Training Institute conducts professional development workshops for educators to enhance their teaching skills. State four (4) ways a group leader can use to facilitate group discussions

(4marks)

8. You're tasked to conduct an interview to hire a new team member for a marketing position. Highlight four (4) steps you would take to prepare for and conduct the interview.

(4marks)

## SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

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

a) Explain 5 factors that the speaker should put into consideration so that the listeners can get the message effectively

(10 marks)

b) Discuss 5 factors that you would consider in order to deliver a good speech (10 marks)

12 You are a hiring manager preparing for an interview with a potential candidate for a marketing position.

a) Outline FIVE appropriate communication strategies can you employ to ensure a successful interview. (10marks)

b) You are delivering bad news to a candidate who was not selected for the position. Explain how you can use FIVE effective communication techniques to convey this message with empathy and professionalism. (10marks)

13. You are in-charge of a CBO that deals with GBV issues and funded by an NGO. The clinic has rules about the staff. The contract says that all staff should wear black or dark blue trousers or skirts with a white shirt or blouse. You have noticed that some office staffs have not been following the rules recently. You are supposed to remind the staff they should follow the rules. You have seen some of the staffs with long hair that is not pinned up, staff wearing trainers and not the correct shoes. You also want you to mention in particular that a small amount of jewellery can be worn, such as a ring but nothing too much. This is to ensure you create a good rapport with the community

a) Write a memo to the staff about the Company's clothing rules and ask them to follow the rules (10 marks)

b) You have been assigned to the Western part of Kenya by the ministry of health as part of the Universal Health care kitty. For the past two years, there have been high cases of HIV/AIDS in the region among the people. You are the Human Resource of Maisha Bora Initiative. The committee recently had a meeting during which the following agenda was discussed

i. To approve the budget

ii. Donations to HIV victims

iii. Purchase of a staff bus

iv. Employment of an accountant

v. Salary

Write the minutes for this meeting

(10marks)