



AMREF INTERNATIONAL TRAINING CENTER

Qualification : COUNSELLING LEVEL 6

Unit Code : HW/CU/CP/BC/01/5/MA

Unit of Competency : Communication Skills

WRITTEN ASSESSMENT

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: **A** and **B**.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper

*This paper consists of **THREE (3)** printed pages*

Candidates should check the question paper to ascertain that all pages are printed as indicated and that no questions are missing.

SECTION A (40 MARKS)

Answer ALL questions in this section

1. A Healthcare Facility is assessing how employees interpret and respond to messages shared within the workplace environment. Name FOUR barriers affecting effective communication. (4 Marks)
2. A counsellor at an organization center is guiding employees on different ways information is accessed for decision-making and service delivery. Identify FOUR sources of information used in communication. (4 Marks)
3. Bondeni Healthcare Facility is conducting a training session on how messages are structured and transmitted within the workplace. Outline FOUR elements of the communication process. (4 Marks)
4. While conducting sessions, a counsellor aims to convey messages clearly and accurately to enhance client understanding and engagement. Name FOUR characteristics of effective communication. (4 Marks)
5. A communication officer at a clinic is explaining how messages move between different levels of staff within the organization. State FOUR components of the communication process. (4 Marks)
6. Your company is dealing with a product recall due to safety concerns. As the communications officer, identify FOUR strategies you can apply to manage communication with stakeholders during this crisis situation. (4 Marks)
7. In providing guidance, counsellors give feedback to clients to promote learning and personal growth. Mention FOUR benefits of providing effective feedback in communication. (4 Marks)
8. You are presenting a project proposal that includes pie charts, line graphs, and infographics. Explain FOUR advantages of incorporating visual aids in your presentation. (4 Marks)
9. An organization has adopted video conferencing tools to enhance remote communication with partners. Highlight FOUR potential challenges that may arise when using digital platforms for communication. (4 Marks)
10. A Counselling Unit is preparing standardized documents used for official communication within the organization. Mention FOUR types of written communication. (4 Marks)

SECTION B: 60 MARKS

Answer Any Three Questions

11. A public institution is experiencing delays and miscommunication across departments due to inconsistent communication systems. Management is reviewing how information is transmitted and received across units to improve coordination and service delivery. The institution also operates under different administrative levels affecting communication flow.
- a) Describe FIVE types of communication channels used in organizations. (10 Marks)
 - b) Explain FIVE factors to consider when selecting a communication channel. (10 Marks)
12. You are a communication trainer in an organization assigned to improve staff interaction and coordination across departments. The organization has reported misunderstandings in message transmission and response across different work units. Training has been scheduled to strengthen communication effectiveness among employees.
- a) Describe FIVE key steps in the communication process. (10 Marks)
 - b) Discuss FIVE clear differences between verbal and non-verbal communication. (10 Marks)
13. A workplace counsellor at a regional hospital is implementing a communication improvement programme aimed at enhancing clarity, accuracy, and consistency in staff interactions. Different departments are being trained on standard communication practices to improve service delivery and teamwork.
- a) Describe FIVE principles of effective communication. (10 Marks)
 - b) Explain FIVE communication flow/patterns used in organizations. (10 Marks)
14. You are working as part of a communication team at Counselling Unit V where staff meetings have been affected by misunderstandings and disagreement during group discussions. The situation has impacted coordination and task completion across teams. Management is seeking strategies to improve group interaction and reduce conflict.
- a) Describe FIVE group communication techniques used in effective teamwork. (10 Marks)
 - b) Explain FIVE conflict resolution techniques used in group communication. (10 Marks)