



## AMREF INTERNATIONAL TRAINING CENTER

**Qualification Code** : 031305T4PSY  
**Course title** : Community Health Level 6  
**Unit Code** : HE/OS/CH/BC/01/6/A  
**Unit of Competency** : Demonstrate Communication Skills

### WRITTEN ASSESSMENT

#### 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 questions*

1. Non-verbal cues play a role in carrying out effective interviews. Identify **three** non-verbal communication skills used in interviews. (3 Marks)
2. Communication flows in different directions in an organization. Highlight **three** methods you may use for downward communication. (3 Marks)
3. State **three** factors to consider for an effective communication technique. (3 Marks)
4. Visual aids may be used to make presentations more effective. Enumerate **three** benefits of using visual Aids in presentation. (3 Marks)
5. Communication is a process and it incorporates various elements. Identify **four** elements of the communication process. (4 Marks)
6. You have recently been employed in an organization and are required to work with the marketing team to develop an effective advert. State **three** characteristics of an effective advert. (3 Marks)
7. External communication occurs between the organization and other institutions. State **four** importance of maintaining good external communication. (4 Marks)
8. Differentiate between encoding and decoding as used in the communication process. (4 Marks)
9. Formal communication is majorly used in an organization to communicate with members. State **three** demerits of formal communication. (3 Marks)
10. Principles of communication must be taken into account in all media of communication. List **four** Cs of effective communication. (4 Marks)
11. Outline **four** qualities of an effective communicator for a Community Health Assistant. (4 Marks)
12. Without feedback, communication is not complete. State **two** types of feedback in communication skills. (2 Marks)

**SECTION B: (60 MARKS)**

*Answer question 13 and any other two in this section*

13. Presentation is a means of passing of information from one person to the other, just like any method. OPA, is a marketing officer in XYZ Company. He is expected to give a presentation on marketing techniques that his team members are supposed to embrace to market the company.
- a) Explain **four** features of a good presentation. (8 Marks)
  - b) Identify **four** challenges associated with OPA incorporating media in his presentation. (4 Marks)
  - c) Examine **four** components of a good presentation. (8 Marks)
14. One of your employee's starts a fight during a meeting because of misunderstanding statement during the session. As a leader;
- a) Describe **five** ways of managing a conflict in an organization you will use. (10 Marks)
  - a) Discuss **five** benefits of conflict resolution in an organization when it arises. (10 Marks)
15. For a meeting to be successful, official is always chosen within the members attending the session. The secretary is a crucial person in a meeting since minutes are taken by the secretary.
- a) Define the term minutes. (2 Marks)
  - b) Using examples, discuss **nine** components of minutes in a meeting. (18 Marks)
16. Focused group discussions is a technique that is used by researchers while collecting data in a rural area. As a young researcher who has been employed as an intern by an organization;
- a) Discuss **five** benefits of using focused group discussion among youths in your community. (10 Marks)
  - b) Explain **five** roles of a facilitator in a group discussion. (10 Marks)