

**Qualification Code** : HE/OS/CP/BC/02/5/B  
**Qualification** : Counselling Psychology Level 5  
**Unit Code** : HE/OS/CP/BC/02/5/B  
**Unit of Competency** : Apply Communication Skills



**AMREF INTERNATIONAL TRAINING CENTER**

**WRITTEN ASSESSMENT**

**Time: 3 HOURS**

**INSTRUCTIONS TO CANDIDATE**

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 FOUR (4) 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 the questions in this section.***

1. A health worker at a busy clinic needs to pass important patient details to another staff member on duty. Define the following terms as used in communication.
  - a. Communication process. (1 Mark)
  - b. Horizontal communication. (1 Mark)
2. Office front desk assistant interacts with a wide range of clients each day. Successful service delivery often depends on how well they receive and respond to messages. Outline FOUR qualities of an effective sender in communication. (4 Marks)
3. A supervisor asks for a written report about daily activities in a youth rehabilitation project. The team leader prefers this format over oral feedback. List FOUR reasons why written communication can be effective. (4 Marks)
4. In a company, meetings are held every morning to outline daily duties and handle issues before work time starts. Instructions are given verbally by the person facilitating the meeting. Highlight THREE importance of verbal communication. (3 Marks)
5. Marina enterprise company has introduced a mobile application that helps to track and manage the stock around the enterprise. The manager has noticed significant and positive improvements and changes. State FIVE benefits of ICT tools in communication. (3 Marks)
6. Interviews can be challenging situations that test an individual's communication and interpersonal skills. Outline FOUR challenges of an interview (4 Marks)
7. A student prepares to speak during a classroom presentation. The lecturer reminds the class that several things affect how clearly messages are delivered. Name FOUR factors that influence oral communication. (4 Marks)
8. In a discussion group focused on environmental awareness, only a few members actively contribute. The facilitator wants everyone involved. Outline FIVE ways to encourage full participation in group discussions. (4 Marks)
9. A speaker was invited to address a group of students but struggled to keep their attention. The message seemed disorganized, and the speaker used unclear language and filler words. Some attendees left early, complaining they didn't understand the key points. Identify FOUR common mistakes speakers should avoid when addressing a group (4 Marks)

10. A community health center uses notice boards to share important updates with staff and visitors. Enumerate FOUR examples of written communication used in such a workplace. (4 Marks)
11. Students are preparing a written report for their internship supervisor and wants to make sure the information is well-organized. Identify FOUR features of a well-structured written document. (4 Marks)

**SECTION B (60 MARKS)**

*Answer Question TWELVE and any other TWO Questions in This Section*

12. In a certain government office, communication breakdown is affecting productivity. Some departments take too long to share important updates, leading to delays in decision-making. Others bypass formal procedures by sending quick informal messages, which are often not acknowledged or confirmed. As a result, key instructions are missed, causing confusion and errors in task execution.
- a. Explain FIVE common barriers to communication in a workplace. (10 marks)
  - b. Describe FIVE key features of formal communication that could improve this situation. (10 marks)
13. Amref International University invites a guest speaker to address learners about career choices. The speaker wants to ensure everyone understands and remembers the message.
- a. Explain FIVE actions the speaker should take to ensure the message is clear. (10 marks)
  - b. Describe FIVE tips that help someone give an effective speech to a group (10 marks)
14. Members of a youth group are planning a charity event. Planning meetings often end in confusion due to poor communication.
- a. Describe FIVE reasons why clear communication is important in group settings (10 marks)
  - b. Explain FIVE ways to improve communication among group members. (5 marks)
  - c. Identify FIVE communication tools or channels that could help the group plan better. (5 marks)
15. A junior staff member regularly updates a supervisor on project progress. Feedback is shared during weekly reviews.

- a. Discuss FIVE advantages of communication between senior and junior staff.  
(10 marks)
- b. Explain FIVE reasons why giving and receiving feedback helps improve work performance.  
(10 marks)

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