



## AMREF INTERNATIONAL TRAINING CENTRE

**Qualification Code** :

**Qualification** : Level 5

**Unit Code** :

**Unit of Competency** : Demonstrate Communication Skills

### 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 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 the questions in this section.*

1. XYZ is an organization that is operating in various countries across the globe. Identify FOUR pillars of communication that XYZ should use to ensure messages are being delivered clearly and effectively. (4 Marks)
2. Uzuri company recognizes that there is need to improve communication methods to foster a more cohesive and efficient work environment. Highlight FOUR major forms of communication in an organization. (4Marks)
3. You are appointed as the leader of Communication Department, mention FOUR ways how to identify communication needs of your team members. (4Marks)
4. Effective communication helps in responding customer queries. State FOUR reasons why responding to queries customer is important. (4Marks)
5. Written communication is the most preferred means of communication in organization, even though its challenging. State FOUR demerits of written communication. (4Marks)
6. You have been appointed to conduct an interview for customer care position. Enumerate FOUR things you would look into from the candidate before considering him or her for the position. (4Marks)
7. Communication takes place externally and internally in organization. Highlight FOUR methods that can be used to disseminate communication effectively to its diverse workforce. (4Marks)
8. A report is regarded as effective depending on the preparations made. Identify FOUR qualities of an effective report. (4Marks)
9. Visual aids are an effective way of enhancing communication during presentations. Outline FOUR reasons for using visual aids to communicate. (4Marks)
10. Email is one of the convenient ways to communicate with others. Outline FOUR ways in which email has made it easier for managers to communicate with employees. (4Marks)

**SECTION B (60 MARKS)**

***Answer Any THREE Questions in This Section***

11. Mr. OHM is a consultant in a marketing facility. He has a meeting with an investor who what's to invest in his company. Effective communication will play a key role to the success of this meeting and partnership.
- a) Discuss FIVE effective communication skills that play a crucial role in this process (10Marks)
  - b) Effective communication is crucial in various aspects of life, including personal relationships, professional settings, and organizational success. Discuss FIVE reasons why effective communication is important. (10Marks)
12. Groups dynamics encompasses the processes and interactions that occur within a group. Group dynamics is essential in managing teams, enhancing performance, and resolving conflicts amongst people in organizations.
- a) Explain FIVE stages of groups dynamics. (8 Marks)
  - b) Group dynamics encompasses various elements that influence the functioning and interactions within a group. Explain SIX elements of group dynamics. (12Marks)
13. You are due to attend an interview for a job that you have been passionate about.
- a) Explain FIVE non-verbal communication signals that you will use to persuade your interviewers that you are the most suitable candidate for the job. (10Marks)
  - b) Explain FIVE benefits of through preparations for an employment interview by an interviewee. (10Marks)
14. You have been appointed as the speaker in an event organized in your sub-county to address issues on early pregnancies.
- a) Prepare an official speech that you will deliver during this event. (10Marks)
  - b) Discuss FIVE elements of a good speaker while giving a speech. (10Marks)