



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BSC HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT/ BSC IN HEALTH
RECORDS AND INFORMATION MANAGEMENT
END OF SEMESTER EXAMINATION APRIL 2025

AIU 111: COMMUNICATION SKILLS

DATE: 8th APRIL 2025

TIME: 2 Hours Start: 4:30 pm Stop: 6:30 pm

INSTRUCTIONS TO CANDIDATES

1. Write your University registration number on every booklet that you use
2. Do not write on the question paper
3. This paper consists of Sections A and B
4. Section A is compulsory
5. Section B: Answer any **two (2)** Questions
6. Read carefully the additional instructions preceding each section

SECTION A: ANSWER ALL QUESTIONS (30 MARKS)

QUESTION ONE:

State two (2) reasons why effective communication is important in profession settings. **(2 marks)**

QUESTION TWO:

a. Describe two (2) common models of communication. **(4 marks)**

QUESTION THREE:

Identify four (4) communication domains. **(2 marks)**

QUESTION FOUR:

a. Enumerate three (3) reasons why public speaking is important in communication. **(3 marks)**

b. Name two (2) essential techniques for successful public speaking. **(2 marks)**

QUESTION FIVE:

Differentiate persuasive and informative communication. **(3 marks)**

QUESTION SIX:

a. Identify three (3) Common barriers to effective listening in communication. **(3 marks)**

b. Suggest two (2) strategies to overcome the barriers in (a) above. **(2 marks)**

QUESTION SEVEN:

a. Compare skimming and scanning as academic reading techniques. **(3 marks)**

b. Explain two (2) principles of good academic writing. **(2 marks)**

QUESTION EIGHT:

a. Describe the concept of emotional intelligence. **(2 marks)**

b. Highlight two (2) benefits of integrating emotional intelligence in communication.

(2 marks)

SECTION B: ANSWER ANY TWO (2) QUESTIONS) (40 MARKS)

QUESTION NINE:

As a team leader you notice conflicts among the team members due to poor listening skills.

- a. Discuss five (5) possible root causes of conflicts. (5 marks)
- b. Devise a strategy for resolving each identified issue in (a) above. (5 marks)
- c. Outline a clear conflict resolution implementation plan and expected outcomes. (10 marks)

QUESTION TEN:

Assume you are leading a community meeting on a public health issue.

Discuss how you would:

- a. Guarantee effective audience engagement and participation. (5 marks)
- b. Make use of the feedback from the community members to enhance the outcome of the meeting. (5 marks)
- c. Achieve clarity in design and development of messages for the meeting. (5 marks)
- d. Overcome the potential challenges in leading community meetings on public health issue.

(5 marks)

QUESTION ELEVEN:

- a. Discuss four (4) considerations in designing a training session outline for health care workers on the importance of effective communication in patient care. (10 marks)
- b. Assume that you successfully carried out the above training. Write a formal letter of appreciation to the management and the trainees. (10 marks)