



**AMREF INTERNATIONAL UNIVERSITY**  
**SCHOOL OF PUBLIC HEALTH**  
**DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT**  
**BSC HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT**  
**END OF THIRD SEMSTER EXAMINATION SEPTEMBER-DECEMBER 2025**

**AIU 111: Communication Skills**

**TIME:** Two (2) Hours

**DATE:** **Start:** **Stop:**

**INSTRUCTIONS TO CANDIDATES**

- 1) This exam is out of 70 marks
- 2) Section-A is compulsory with a Total of 30 Marks
- 3) Answer any TWO (2) questions in Section B

**Read carefully the additional instructions preceding each section**

**SECTION A: MULTIPLE CHOICE QUESTIONS. ANSWER ALL QUESTIONS**

**EACH ANSWER IS 1 MARK (30 Marks)**

- 1. Which of the following best describes the Transactional Model of Communication?** (1 mark)

  - a) Communication is a one-way process from sender to receiver.
  - b) Feedback is optional and occurs after the message is received.
  - c) Communicators simultaneously send and receive messages in a dynamic process.
  - d) The model focuses solely on verbal communication.
  
- 2. Which of the following elements is not part of Berlo's SMCR model of communication?** (1 mark)

  - a) Source
  - b) Context
  - c) Channel
  - d) Message
  
- 3. In the communication process, the receiver is responsible for:** (1 mark)

  - a) Encoding the message
  - b) Sending feedback
  - c) Creating noise
  - d) Designing the message
  
- 4. A linear model of communication assumes:** (1 mark)

  - a) Two-way interaction
  - b) Feedback is essential
  - c) One-way transmission
  - d) Emotional intelligence is key
  
- 5. Noise in communication refers to:** (1 mark)

  - a) Loud sounds
  - b) Any barrier to effective communication
  - c) Feedback from the audience
  - d) Background music
  
- 6. Which domain includes email and social media?** (1 mark)

  - a) Face-to-face
  - b) Non-verbal

- c) Digital  
d) Written
7. **A key difference between face-to-face and digital communication is:** (1 mark)  
a) Use of emojis  
b) Presence of physical gestures  
c) Use of microphones  
d) Length of message
8. **Digital literacy involves:** (1 mark)  
a) Reading printed books  
b) Understanding online tools and platforms  
c) Speaking fluently  
d) Writing formal letters
9. **Which of the following is a face-to-face technique?** (1 mark)  
a) Video conferencing  
b) Emailing  
c) Public speaking  
d) Blogging
10. **One advantage of digital communication is:** (1 mark)  
a) Physical presence  
b) Instant feedback  
c) Limited reach  
d) High cost
11. **Which of the following is a persuasive speaking technique?** (1 mark)  
a) Whispering  
b) Repetition  
c) Avoiding eye contact  
d) Speaking slowly
12. **Persuasive communication aims to:** (1 mark)  
a) Entertain  
b) Inform  
c) Influence  
d) Confuse
13. **A good speaker should:** (1 mark)  
a) Avoid pauses

- b) Use monotone
- c) Engage the audience
- d) Speak without preparation

**14. Which of the following enhances oral communication? (1 mark)**

- a) Reading silently
- b) Practicing speeches
- c) Writing essays
- d) Watching movies

**15. A persuasive speech topic could be: (1 mark)**

- a) My weekend
- b) The importance of exercise
- c) A summary of a book
- d) My favorite color

**16. Active listening involves: (1 mark)**

- a) Interrupting politely
- b) Avoiding feedback
- c) Giving full attention
- d) Multitasking

**17. A barrier to effective listening is: (1 mark)**

- a) Eye contact
- b) Distractions
- c) Empathy
- d) Feedback

**18. Which type of listening is used to evaluate arguments? (1 mark)**

- a) Empathetic listening
- b) Critical listening
- c) Passive listening
- d) Selective listening

**19. To overcome listening barriers, one should: (1 mark)**

- a) Ignore the speaker
- b) Multitask
- c) Minimize distractions
- d) Speak louder

20. **Listening is important because it:** (1 mark)
- a) Reduces communication
  - b) Encourages misunderstanding
  - c) Builds relationships
  - d) Avoids feedback
21. **Skimming is best used when:** (1 mark)
- a) Reading for deep understanding
  - b) Searching for specific details
  - c) Browsing headlines
  - d) Writing a report
22. **Scanning is useful when:(1 mark)**
- a) Reading a novel
  - b) Looking for a date in a document
  - c) Summarizing a chapter
  - d) Brainstorming ideas
23. **Which of the following is not a principle of good writing?** (1 mark)
- a) Clarity
  - b) Coherence
  - c) Redundancy
  - d) Conciseness
24. **A formal letter should include:** (1 mark)
- a) Emojis
  - b) Slang
  - c) Salutation
  - d) Hashtags
25. **A report should be:** (1 mark)
- a) Informal and brief
  - b) Structured and objective
  - c) Personal and emotional
  - d) Conversational
26. **Visual aids help in presentations by:** (1 mark)
- a) Distracting the audience
  - b) Replacing the speaker
  - c) Enhancing understanding
  - d) Making the presentation longer

27. **An example of a visual aid is:** (1 mark)

- a) A speech
- b) A chart
- c) A debate
- d) A question

28. **Which of the following is a reliable source of information?** (1 mark)

- a) Gossip
- b) Peer-reviewed journal
- c) Rumours
- d) Personal opinion

29. **Emotional intelligence in communication involves:** (1 mark)

- a) Ignoring emotions
- b) Controlling others
- c) Understanding and managing emotions
- d) Avoiding feedback

30. **Audience sensitivity means:** (1 mark)

- a) Speaking without considering the audience
- b) Using technical jargon
- c) Adapting communication to audience needs
- d) Avoiding eye contact

## SECTION B

**LONG ANSWER QUESTIONS: ANSWER ANY TWO (2) QUESTIONS (40 Marks)**

**31. Case Study – Listening in a Team Meeting** (20 marks)

Jane Nasimiyu is a newly appointed team leader at a public health organization. During a weekly team meeting, she presents a new strategy for improving community health outreach. As she speaks, she notices that some team members are distracted—checking their phones, whispering to each other, or looking away. After the meeting, one team member approaches her and says they didn't fully understand the plan and felt left out of the discussion.

Jane reflects on the meeting and realizes that although she communicated clearly, the team may not have been actively listening. She also recalls that she may have spoken too fast and did not pause to check for understanding. She decides to explore how to improve listening within her team to enhance communication and collaboration.

**Answer the following questions:**

- a) Explain four common barriers to effective listening demonstrated in the case study. **(8 marks)**
- b) Propose four practical methods Jane can use to overcome these barriers in future meetings. **(8 marks)**
- c) Explain why effective listening is important in academic or professional settings. **(4 marks)**
32. a. Explain the difference between skimming and scanning. **(10 marks)**
- b. Provide examples of situations where each technique is most useful. **(10 marks)**
33. a. Elaborate five key principles of good professional writing. **(10 marks)**
- b. Create a brief structure for a formal letter applying these principles. **(10 marks)**