



## AMREF INTERNATIONAL TRAINING CENTER

Qualification Code :  
Qualification : Level 5  
Unit Code : HE/OS/CH/BC/01/5/A  
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 questions from this section.*

1. Define the following terms as used in communication skills:
  - a) Active listening (2 Marks)
  - b) Feedback (2 Marks)
2. When speaking to an audience, non-verbal cues can impact message delivery. Identify two types of non-verbal communication. (2 Marks)
3. Barriers to communication can hinder message delivery. Identify three common communication barriers. (3 Marks)
4. An effective presentation requires proper preparation. State three steps to take when preparing for a presentation. (3 Marks)
5. Workplace documents require proper structure. Outline three key components of a formal report. (3 Marks)
6. Listening is an important aspect of effective communication. Enumerate three qualities of an active listener. (3 Marks)
7. Feedback is a critical element of communication. Name four reasons why feedback is important in communication. (4 Marks)
8. Different modes of communication are used in professional and social settings. State four advantages of face-to-face communication. (4 Marks)
9. The choice of communication channel depends on several factors. Outline four considerations when selecting a communication channel. (4 Marks)
10. Public speaking is an essential skill in many professions. Name five techniques for delivering an effective speech. (5 Marks)
11. Emails are commonly used in workplace, and institutional communication. Identify five characteristics of a good email. (5 Marks)

**SECTION B (60 MARKS)**

*Answer any three questions from this section.*

12. A healthcare facility is experiencing conflicts among staff due to poor communication, affecting teamwork and service delivery. Management seeks to improve interpersonal communication among employees.
- a) Describe five common causes of workplace communication breakdown. (10 Marks)
  - b) Explain five strategies that can be used to enhance effective interpersonal communication in the workplace. (10 Marks)
13. A hospital is implementing digital communication tools to enhance information sharing among medical staff. However, challenges have emerged, affecting efficiency and service delivery.
- a) Discuss five advantages of using digital communication in healthcare. (10 Marks)
  - b) Discuss five challenges that arise from digital communication in healthcare and possible solutions. (10 Marks)
14. During a pandemic, misinformation spreads rapidly, affecting public perception and health behaviors. Health professionals must use effective communication strategies to counter misinformation and promote accurate information.
- a) Explain five ways mis-information can spread during a health crisis. (10 Marks)
  - b) Discuss five strategies health professionals can use to counter misinformation and promote credible health information. (10 Marks)
15. Community health educators play a vital role in disseminating health information to different target groups. However, the effectiveness of health communication largely depends on the methods used to convey messages to the audience.
- a) Explain five factors to consider when selecting an appropriate communication method for health education. (10 Marks)
  - b) Discuss five challenges that community health educators may face when communicating health information to diverse audiences. (10 Marks)