

LEVEL 6

Demonstrate Communication Skills

July/Aug 2023



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

WRITTEN ASSESSMENT

Time:3 hours

INSTRUCTIONS TO CANDIDATES

1. This paper has Two sections, **A** and **B**.
2. You are provided with a separate answer booklet.
3. Marks for each question are as indicated.
4. Do not write on the question paper.

This paper consists of 4 printed pages.

**Candidates should check the question paper to ascertain that all the pages
are printed as indicated and that no questions are missing**

SECTION A: (40 MARKS)

Answer All questions in this section

1. As a good communicator it is very important to understand needs. State FOUR methods of identifying communication needs. (4 Marks)
2. Mr. M has experienced conflict among workmates during working hours. Identify FOUR ways in which he can address conflict in the organization. (4 Marks)
3. Communication strategies must be developed, implemented and evaluated for effective communication to take place. State FOUR importance of communication strategy in an organization. (4 Marks)
4. Njeri would like to do a presentation on barriers of communication. State FOUR effective communication techniques she is likely to use. (4 Marks)
5. Company Y would like to have new workforce. They have selected potential employees and invited them for an interview. Highlight FOUR reasons why this is an important exercise. (4 Marks).
6. Clients' responses should be addressed professionally and satisfactorily. Outline FOUR ways you can use to handle client inquiries over the phone. (4 Marks)
7. WXYZ limited company would like to choose a media for presentation on the effects of conflicts at workplace. Identify FOUR media presentation forum they can choose from. (4 Marks)
8. The process of communication can be hindered by various factors. Identify FOUR communication barriers in an organization. (4 Marks)
9. Highlight FOUR importance of holding meetings in an organization. (4 Marks)
10. John would like to establish a communication pathway in his organization. State FOUR types of formal communication pathways. (4 Marks)

SECTION B: (60 MARKS)

*Answer Any **THREE** questions in this section*

11. Jane a supervisor in company X is implementing communication strategy and has to ensure it is successful.
- a) Discuss FIVE factors that support implementation of communication strategy. (10 Marks)
 - b) Explain FIVE steps to ensure this implementation. (10 Marks)
12. In order to develop an effective communication strategy, communication pathways are involved for better engagement with colleagues and clients in an organization.
- a) Explain FIVE importance of establishing communication pathways. (10 Marks)
 - b) Discuss FIVE principles of effective communication. (10 Marks)
13. Company X has pulled together a group of its staff from various departments to work on a new process to target more customers with their products.
- a) Discuss the stages of group formation. (15 Marks)
 - b) Highlight FIVE importance of having group objectives. (5 Marks)
14. There are various group leadership styles that may be used in an organization to enhance effective communication and coordination.
- a) Discuss FIVE group leadership styles that may be used. (10 Marks)
 - b) Analyze FIVE benefits of informal communication. (10 Marks)

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