



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BACHELOR OF SCIENCE IN HEALTH SYSTEMS MANAGEMENT AND
DEVELOPMENT
END OF SECOND SEMESTER EXAMINATION

AMIU 111 COMMUNICATION SKILLS

TIME: Two Hours
Date : 3rd August 2026
TIME : Two (2) Hours Start: 5:30 p.m End 8:30 p.m

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: Answer all The questions (30 marks)

1.The following are key terms used in communication .Cleary define the following terms:

- i) Communication skills (2 marks)
- ii) Written communication (2marks)
- iii) Horizontal communication (2 marks)

2.Amani communication Center has appointed you as communication director to lead special programs in the organisation. As director highlight 4 characteristics you would embrace to be effective communicator. (4 marks)

3. Modernasation has greatly influenced communication skills.Highlight 3 advantages of audio-visual communication. (3 marks)

4.Communication is very important in any organisation and serves different purposes. State 4 basic functions of communication. (4marks)

5.State 3 negative effects of Information and Communication Technology (ICT) on business productivity (3 marks)

6.Amina a nurse in a remote health center at Turkana noted that majority of her patients were very happy to receive written medical reports. State 2 advantages of written communication (2 marks)

7 James an international student noted that people were very jovial to make stories in the class using Swahili language but he was not understanding. This made him feel limited in conversions with his peers. Mention 4 barriers to effective communication (4 marks)

8.John a health records manager has been struggling to present courtesy writing during the board of directors meeting. Identify 4 factors he would consider in order to achieve good courtesy writing. (4 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

11. Annabel a senior communication officer has been transferred as a civil servant at Kajiado county. She noted that Communication is not always successful and there were Several things can prevent the message from reaching ' the intended recipient or from "having the desired effect on the recipient.

a) Discuss 5 barriers to effective communication that Annabel could be experiencing (10 marks)

b) Explain 5 elements of the formal communication that Annabel can use to make her work effective . (10marks)

12. In Kenya County Governments always complain of improper communication from National government on key projects Implementations. As result you have been appointed to special committee by the president to work on the ways national government can coordinate better with county government.

a) Explain 5 purposes of effective communication between national and county government. (10marks)

b) Discuss FIVE ways of improving communication between county and national government. (10 marks)

13. Kigali Training center has invited you to support students on to discussion groups and enhance communication within the center. This may require you prepare a presentation on varioiues methods of communication and strategies.

A) Discuss five methods of communication . (10 marks)

B) Explain five strategies you may use to enhance better communication and group discussions with the students of Kigali Training center. (10 marks)