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## Level 5

### Demonstrate Communication Skills

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

### WRITTEN ASSESSMENT

**Time: 3 HOURS**

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### INSTRUCTIONS TO CANDIDATE

1. The paper consists of **TWO** sections: **A** and **B**.
2. Marks for each question are indicated in the brackets.
3. Answer **All questions in section A, Question 12 and any other TWO (2) in section B**
4. Candidates are provided with a separate answer booklet
5. **DO NOT** write on this question paper.

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Printed By: Amref International Training Center **This paper consists of THREE (3) printed pages**

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**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 the questions in this section.*

1. List **THREE** ways in which body language shows active listening. (3 Marks)
2. Group discussions are key in the success of communication in an organization. Name **FOUR** indicators of a successful group discussion. (4 Marks)
3. Sophomore Fruit Juice Company Manager wishes to send promotional messages to its diverse customers. Give **FOUR** factors that the manager would consider when choosing the communication channel. (4 Marks)
4. You notice that a member of your group remains dull and fails to actively participate in discussions. State **THREE** ways in which you would approach this situation to ensure full group participation. (3 Marks)
5. As the Sales representative of G -Tech Auto Spares, you are tasked in ensuring communication strategies are put in place and maintained in the workplace. Give **FOUR** advantages of maintaining communication strategies in the business. (4 marks)
6. Give **THREE** types of electronic gadgets that have enhanced communication among members of a diverse workforce (3 Marks)
7. All communication channels are aimed at improving business and customer satisfaction. Give **FIVE** reasons why an organization may prefer teleconferencing to other communication channels. (5 Marks)
8. During the Annual Cultural Day at Ledin TTI, some trainees murmured at one particular presenter. State **FOUR** reasons that could have led to that reaction. (4 Marks)
9. J K Company Limited held an interview for vacant positions in the company. Out of the five invited candidates, only one turned up for the interview. Give **FOUR** reasons that could have led to the poor turn up. (4 Marks)
10. Online marketing has become popular with more entrepreneurs choosing it as a key platform to sell their merchandise. Give **FOUR** advantages of online marketing. (4 Marks)
11. Grapevine is an example of informal communication. State **TWO** disadvantages of grapevine in an organization. (2 Marks)

**SECTION B (60 MARKS)**

*Answer question 12 and any other TWO (2) Questions from this section.*

12. OPTIMAL Communications Limited is working to improve the delivery of services to their clients.

a. Explain FIVE ways they can adjust the communication for customers with hearing, visual or cognitive impairment. (10 Marks)

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b. Explain FIVE benefits of employing flexibility in communication. (10 Marks)

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13. You are preparing a presentation for the Regional Science and Innovations field day to be held in a week's time.

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a. Explain FIVE major preparations to ensure the success of your presentation. (10 Marks)

b. Explain FIVE challenges you are likely to encounter during the presentation. (10 Marks)

14. Communication is understood as passing of information through various forms such as

spoken, written or nonverbal.

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a. Explain THREE principles of effective communication (6 Marks)

b. Describe the SEVEN stages in the communication process. (14 Marks)

15. A firm has nominated your class to lead a formal discussion on the effects of gender-based violence among youth.

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a. As the group leader, explain FIVE ways you can use to facilitate a successful group discussion. (10 Marks)

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b. Explain FIVE roles you will play in the discussion. (10 Marks)

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