



AMREF INTERNATIONAL UNIVERSITY
SCHOOL OF PUBLIC HEALTH
DEPARTMENT OF HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
BSC HEALTH SYSTEMS MANAGEMENT AND DEVELOPMENT
END OF MAY-AUGUST SEMESTER EXAMINATION 2025

AIU 111: Communication Skills

DATE: 6th August 2025

TIME: 2 Hours Start: 4:30 pm Stop: 6:30 pm

INSTRUCTIONS TO CANDIDATES

1. Write your University registration number on every booklet that you use
2. Do not write on the question paper
3. This paper consists of Sections A and B
4. Section A is compulsory
5. Section B: Answer any **two (2)** Questions
6. Read carefully the additional instructions preceding each section

SECTION A: ANSWER ALL QUESTIONS (30 MARKS)

Question One

Which of the following is not a component of the communication process? **(1 mark)**

- a) Sender
- b) Message
- c) Decoder
- d) Feedback

Question 2

In the Shannon-Weaver model, identify the role of the 'noise' **(1 mark)**

- a) Enhances the message
- b) Distorts the message
- c) Translates the message
- d) Delivers the message

Question 3

Which domain of communication involves digital tools **(1 mark)**

- a) Face-to-face
- b) Verbal
- c) Digital literacy
- d) Non-verbal

Question 4

Which of the following is a persuasive speaking technique **(1 mark)**

- a) Avoiding eye contact
- b) Using emotional appeal
- c) Speaking softly
- d) Ignoring the audience

Question 5

Active listening involves.... (1 mark)

- a) Interrupting frequently
- b) Avoiding eye contact
- c) Giving feedback
- d) Multitasking

Question 6

Skimming is best used when (1 mark)

- a) Reading for detail
- b) Searching for specific information
- c) Getting the main idea quickly
- d) Memorizing content

Question 7

Which of the following is not a principle of good writing (1 mark)

- a) Clarity
- b) Redundancy
- c) Coherence
- d) Conciseness

Question 8

A bar graph used in a presentation is an example of.... (1 mark)

- a) Verbal aid
- b) Visual aid

- c) Audio aid
- d) Tactile aid

Question 9

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

- a) Anonymous blog
- b) Peer-reviewed journal
- c) Social media post
- d) Personal opinion

Question 10

Emotional intelligence in communication helps in_____ **(1 mark)**

- a) Ignoring others' feelings
- b) Controlling the audience
- c) Understanding and managing emotions
- d) Avoiding communication

Question 11

Which is the first step in the design thinking process? **(1 mark)**

- a) Prototype
- b) Test
- c) Empathize
- d) Ideate

Question 12

_____ is a barrier to effective listening. **(1 mark)**

- a) Eye contact
- b) Prejudice
- c) Feedback
- d) Clarification

Question 13

Scanning is used when_____

(1 mark)

- a) Reading for pleasure
- b) Looking for specific data
- c) Understanding tone
- d) Summarizing

Question 14

A formal letter should include_____

(1 mark)

- a) Slang
- b) Personal anecdotes
- c) Salutation and closing
- d) Emoticons

Question 15

Audience analysis helps in_____

(1 mark)

- a) Ignoring feedback
- b) Tailoring the message
- c) Avoiding communication
- d) Memorizing content

Questions 16–30: Match the terms in **Column A** with their correct descriptions in **Column B**. (1 mark each)

| Column A | Column B | Insert the Correct Answer |
|---|---|----------------------------------|
| 16. Sender (1 mark) | Creator of the message | |
| 17. Persuasion (1 mark) | Convincing others through speech | |
| 18. Noise (1 mark) | Obstacle in communication | |
| 19. Skimming (1 mark) | Reading to get the general idea | |
| 20. Scanning (1 mark) | Finding specific information quickly | |
| 21. Active Listening (1 mark) | Listening with full attention and feedback | |
| 22. Visual Aids (1 mark) | Charts, graphs, and images used in presentations | |
| 22. Emotional Intelligence (1 mark) | Understanding and managing emotions in communication | |
| 24. Face-to-Face Communication (1 mark) | Direct interaction with verbal and non-verbal cues | |
| 25. Digital Literacy (1 mark) | Ability to use digital tools effectively | |
| 26. Formal Letter (1 mark) | Structured written communication with a specific format | |
| 27. Audience Sensitivity (1 mark) | Adapting message based on listener's needs | |
| 28. Design Thinking (1 mark) | Problem-solving approach involving empathy and creativity | |
| 29. Feedback (1 mark) | Response from the receiver | |
| 30. Source Reliability (1 mark) | Trustworthiness of information origin | |

SECTION B: ANSWER ANY TWO (2) QUESTIONS) (40 MARKS)

QUESTION 31:

(20 marks)

Describe the communication process in detail by:

- a. With reference to communication process, clearly draw and label a visual representation of a linear communication model.
(6 marks)
- b. Explain the six main components of the linear Communication model in (a) above
(6 marks)
- c. Identify and explain at least two strengths and two limitations of both face-to-face and digital communication methods.
(6 marks)
- d. Describe a practical example of a situation in a healthcare or professional setting where face-to-face communication is most effective.
(2 marks)

QUESTION 32:

(20 marks)

Discuss the:

- a. Role of oral communication in persuasion using two examples from professional or clinical practice
(4 marks)
- b. Three types of listening skills
(6 marks)
- c. Three common listening barriers in health or professional settings and strategies for overcoming them
(6 marks)
- d. Relevance of both skills to multidisciplinary teamwork and client engagement
(4 marks)

QUESTION 33:

- a. Discuss four (4) considerations in designing a training session outline for health care workers on the importance of effective communication in patient safety.

(10 marks)

- b. Write a formal letter to your Director seeking release of funds to undertake the proposed staff training in September 2025.

(10 marks)

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