



AMREF INTERNATIONAL TRAINING CENTER

MODULE I

Project Management Level 6

BUS/CU/PM/CC/01/5/MA

Business Communication Skills

July/August 2026

WRITTEN ASSESSMENT

DATE: 7TH AUGUST 2026

TIME: 2 HOURS START: 2 PM FINISH: 4 PM

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: A and B
3. Do not write on the question paper.
4. A separate answer booklet will be provided.

This paper consists of THREE (3) 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. During a staff communication training session at ABC Community Services, employees are required to understand how messages are transmitted and received effectively. Outline FOUR key elements involved in effective communication in the context of the communication process. (4 Marks)
2. The management team is introducing new communication systems and must decide on the most suitable methods for sharing information across departments. State FOUR factors that should be considered when selecting an appropriate communication channel in an organization. (4 Marks)
3. Despite having communication systems in place, ABC Community Services continues to experience misunderstandings and delays in information sharing. Mention FOUR barriers to effective communication affecting various organizations. (4 Marks)
4. State FOUR elements of body language that influence communication effectiveness in the use of non-verbal communication at the workplace. (4 Marks)
5. A supervisor conducting a team discussion wants to gather accurate information and encourage employee participation. Outline FOUR effective questioning techniques that can be applied during oral communication in business settings. (4 Marks)
6. The organization has expanded its use of social media platforms to communicate with clients and stakeholders. Outline FOUR ethical considerations involved in coordinating effective social media communication. (4 Marks)
7. The Human Resource department is preparing for an upcoming staff meeting aimed at discussing organizational performance. State FOUR key components that should be considered in a formal meeting structure when preparing workplace meetings. (4 Marks)
8. Employees are encouraged to complement their written messages with appropriate non-verbal cues when interacting with colleagues and clients. Give FOUR advantages of using non-verbal communication over written communication. (4 Marks)
9. A team leader wants to improve communication and teamwork among staff members. Outline FOUR benefits of active listening in the workplace. (4 Marks)
10. With reference to service charters in organizations, give FOUR reasons why a service charter is important. (4 Marks)

SECTION B (60MARKS)

Answer question 11 and any other 2 questions in this section

11. The management of Bright Future College has noticed a decline in student attendance and punctuality. To address the issue, the Principal has directed the Academic Affairs Committee to hold a meeting on 8th August 2026 at 10:00 a.m. in the College Boardroom. The agenda includes discussing the causes of poor attendance, proposing solutions, and assigning responsibilities for implementation.

Required:

- a) Prepare an appropriate Notice of Meeting for the Academic Affairs Committee. (10 Marks)
- b) Write the Minutes of the Meeting based on the agenda provided and appropriate resolutions reached by the committee. (10 Marks)
12. Alpha Insurance Company has received customer complaints about poor communication by its customer service staff. To improve service delivery, the company has organized a communication skills training session for employees.
- a) Discuss FIVE principles of effective communication that employees should apply when communicating with customers. (10 Marks)
- b) Explain FIVE advantages of oral communication in customer service delivery. (10 Marks)
13. PrimeCare Health Services experienced a data breach after confidential client information was accessed by unauthorized persons. The management is reviewing ways to improve information security and confidentiality.
- a) Explain FIVE digital measures used to safeguard confidentiality of information by companies. (10 Marks)
- b) Discuss FIVE challenges of maintaining confidentiality in the workplace. (10 Marks)
14. ABX Company has experienced difficulties locating important records when needed. Management is reviewing its record management practices to improve efficiency.
- a) Explain FIVE benefits of record keeping in an organization. (10 Marks)
- b) Discuss FIVE methods of data retrieval used in organizations. (10 Marks)