

AMREF INTERNATIONAL TRAINING CENTER



CANDIDATE WRITTEN ASSESSMENT (March- April 2024)

Qualification Code :

Unit title : COMMUNICATION SKILLS LEVEL 6

Unit Code : HE/OS/CH/BC/01/6/A

Unit of Competency : DEMONSTRATE COMPETENCIES REQUIRED TO PROVIDE COMMUNICATION SKILLS

WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE

1. You have **THREE** hours to answer all the questions.
2. This paper has two sections A and B.
3. You are provided with a separate answer booklet.
4. Marks for each question are indicated in the brackets.
5. Do not write on the question paper.

This paper consists of EIGHT (7) 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: SHORT ANSWER QUESTIONS (40 MARKS)

(Answer all the questions in this section by writing down your responses/answers in answer booklet provided)

1. Define the following terms:
 - a) Communication (2 marks)
 - b) A meeting (2 marks)
2. Highlight Four characteristics to effective communication as the receiver (4 marks)
3. Mention Four weaknesses of visual and audio-visual communication (4 marks)
4. A meeting is a coming together of three or more people with a particular purpose. There are several importance of meetings. Give five benefits of meetings in an organization. (5 marks)
5. State 4 positive effects of Information and Communication Technology (ICT) on business productivity (4 marks)
6. There are different types of communication and each type has got its own benefits. State four advantages of written communication (4marks)
7. Communication can be affected by several factors and this can hinder effective communication. Mention 4 factors that affect oral communication (4marks)
8. List four factors you would consider in order to prepare a good speech (4 marks)
9. Identify four advantages of advertisement (4 marks)
10. State three functions of communication (3 marks)

SECTION B: (60 MARKS)

ANSWER ONLY THREE (3) QUESTIONS IN THIS SECTION.

QUESTION ONE IS COMPULSORY. EACH QUESTION IS 20 MARKS.

11. Maria is a first-year student at XYZ University. During their Communication Skills class, she learnt about preparing and delivering a good speech to an audience. During a graduation ceremony at the University, she was tasked to give a speech on behalf of the graduating class.

- a) Explain FOUR characteristics of a good speech **(8 Marks)**
- b) Identify FOUR objectives of effective communication that Maria should have in mind that will help enhance her speech delivery **(4 Marks)**
- c) Discuss FOUR nonverbal communication skills that she will use to enhance delivery of the speech **(8 Marks)**

12. Communication is not always successful. Several things can prevent the message from reaching the intended recipient or from "having the desired effect on the recipient.

- a) Discuss FIVE barriers to effective communication **(10 marks)**
- b) Explain FIVE purposes of communication to an individual and in an organization **(10 marks)**

13. Communication is an essential element to individuals and to groups of people.

- a) Discuss FIVE purposes of effective communication **(10 marks)**
- b) Discuss FIVE ways of preparing for an interview **(10 marks)**

14. Effective communication is crucial during job interviews, as it allows you to present your qualifications and personality in the best light.

- a) Explain FIVE communication strategies for interviews **(10 Marks)**
- b) Identify FIVE factors that may affect oral communication **(10 marks)**