



PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES MAY – AUGUST 2025 ASSESSMENT

FORMATIVE ASSESSMENT

Course : DBM, DMM

Level : 6

Unit of Competency : Business communication

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO THE CANDIDATE:

- 1. Read all the instructions carefully before attempting the questions.*
- 2. This paper consists of two sections, A & B.*
- 3. You are allowed 3 Hours to Answer the questions.*
- 4. Marks for each question are indicated in brackets.*
- 5. Write your responses in the Separate Answer booklet provided.*
- 6. Do not write anything on this question paper*

SECTION A: SHORT RESPONSE QUESTIONS (40 MARKS)

Answer all question in this section

1. Communication in a workplace is prone to be affected by several barriers which hinder smooth flow of information between colleagues, departments, or even between management and staff. State any **four** such barriers to effective communication in the workplace. (4Marks)
2. Written communication is a common mode of conveying information in most organizational setups, often used to pass formal messages, keep records, and ensure accountability. State **four** types of written communication that are commonly used in most organizations. (4Marks)
3. For communication to be considered effective, it must adhere to specific core principles that guide the sender and receiver throughout the process. State **four** principles that would ensure effective communication. (4Marks)
4. . Meetings are important forums where ideas are exchanged, decisions are made, and progress is monitored. There are different types of meetings that serve unique functions. Identify **two** types of meetings and in each give one purpose. (4Marks)
5. The communication process is not a one-time event but a structured cycle involving key elements that ensure the sender's message is properly conveyed and understood by the receiver. State **four** elements used in communication process. (4Marks)
6. Not all communication within an organization remains internal. Organizations must regularly communicate with outsiders such as customers, suppliers, government agencies, and the public. Highlight **four** examples of external communication in an organization (4Marks)
7. Interviews are structured conversations that serve various roles in employment and organizational management. They come in different types depending on the context and purpose. List **four** types of interviews. (4Marks)
8. In workplace presentations, the use of visuals or audio-visual aids is important to capture attention and enhance understanding of the subject matter. Mention **four** types of visual or audio-visual aids that can be used in workplace presentations. 4Marks)
9. Every communication within an organization serves a goal such as to inform. These objectives are central to the functioning of any business or institution. Identify **four** other purposes of communication in an organization. (4Marks)
10. During job interviews, apart from verbal responses, interviewers pay close attention to the interviewee's body language and overall non-verbal behaviour. Highlight **four** non-verbal techniques useful during an interview. (4Marks)

SECTION B: EXTENDED RESPONSE QUESTIONS (60 MARKS)

Answer any three questions in this section

11. A) In any organizational setting, choosing the most appropriate way to convey a message is crucial to achieving effective communication. Explain factors to consider when selecting a communication channel. (10Marks)

B) Communication in organizations does not always follow a single direction; it can flow in different ways depending on the purpose and people involved. Explain the following flows of communication giving examples. (10Marks)

- i. Horizontal
- ii. Vertical
- iii. Upward
- iv. Downward
- v. Grapevine

12. A) Although non-verbal communication is widely used in the workplace, it does have its limitations. Discuss five disadvantages using non-verbal communication in such a set up. (10Marks)

B) Asking the right questions during communication can greatly influence the quality of information gathered. Explain **five** importance of effective questioning (10Marks)

13. It has been noted that students at PAC Institute abuse drugs. The deputy principal calls you and asks you to form a committee to investigate the cause of drug abuse at your school. Write a report. (20Marks)

14. The Nyeri National Polytechnic has advertised for the position of a Librarian in their institution. You have a Diploma in library studies with six years of experience in two different stations. Write your curriculum vitae (CV). (20Marks)