

Level 6

Demonstrate Communication Skills

Nov/Dec 2024



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

WRITTEN ASSESSMENT

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: **A** and **B**.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

This paper consists of FOUR (4) printed pages
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. Jawabu is a startup company dealing with artificial intelligence (AI). Recently they launched a new application and they are wondering why the mode of communication is an important aspect to their clients. Help them define the term mode of communication.
(2 Marks)
2. Most organizations have put in place measures like using braille for the blind to take care of people living with disabilities. Despite these measures, identify THREE barriers to effective communication the blind can face in an organization.
(3 Marks)
3. Saigon has been appointed as the new public relations manager for Cash Cow Enterprises; recently they realized most of their colleagues have changed the means of how they receive information. Highlight FOUR importance of communication strategies as a way to improve workplace relations in Saigon.
(4 Marks)
4. Organizations can have many departments and employees working concurrently, to avoid miscommunications formal communication pathways have been established. Identify THREE pathways.
(3 Marks)
5. Mitch Holdings has many youthful employees. Recently they realized most of their employees are not taking conveyed information seriously. Outline FOUR effective communication techniques Mitch can use to solve this problem.
(4 Marks)
6. The Madelina Group of companies want to collect data from their workers after a recent strike. They have decided to use the interviewing data collection method. List FOUR types of interviewing techniques they can use.
(4 Marks)
7. Tom is conducting a face-to-face interview; highlight FOUR tips he can use to elicit non-verbal attributes during the interview.
(4 Marks)
8. Setting objectives for a meeting is important for the participants. Name FOUR significance of agenda in a meeting.
(4 Marks)
9. Your institution is holding an end-of-term meeting, and suddenly one of the members started shouting obscene words towards the chair of the meeting. Highlight FOUR Intervening techniques members would use.
(4 Marks)

10. Recently there has been high use of multimedia among the Kenyan Generation Z. What do you understand by the word multimedia? (2 Marks)
11. Jake is a communication officer in an online Blue-Chip company. Most of their customers use online platforms to access information. Outline FOUR considerations on the choice of the appropriate media they would use to package audio-visual messages. (4 Marks)
12. Many means of communication can be used, for example, verbal communication. Differentiate between verbal and non-verbal communication. (2 Marks)

SECTION B (60 MARKS)

Answer Any THREE Questions in This Section

13. Imagine you are the manager of a small office. You have noticed that employees are not following the new email etiquette guidelines that were introduced last month. You need to address this issue to ensure everyone is aware and adheres to these guidelines. (20 Marks)

Write a memo to all employees addressing the following:

- The purpose of the memo.
 - A summary of the email etiquette guidelines.
 - The importance of following these guidelines.
 - Any actions employees should take to comply.
 - The deadline for compliance and who to contact for questions.
14. The effectiveness of written communication is based on how a message is delivered and how the recipient receives it. Furthermore, one is called to adopt different styles to communicate with different clients in order for the process to be successful.
- a) Explain FOUR methods of written communication. (8 Marks)
- b) Most times written communication is meant for literate people. Discuss FOUR considerations that have to be observed. (8 Marks)
- c) Evaluate TWO differences between written and non-written communication. (4 Marks)

15. Randotex Technical School is preparing to have a meeting between the principal and the students dubbed 'kamkunji. This kind of meeting is organized once a year, to encourage students to give their views on administration matters.
- a) Explain FIVE strategies the administration will employ to ensure students' effective participation. (10 Marks)
 - b) In the meeting the principal placed the students in different groups, each group was to deliberate on issues affecting them. Explain TWO ways how the administration will facilitate the student's group outcomes. (10 Marks)
16. Sansay-Tech is a technology company that designs and sells mobile phone apps. They have been doing research and getting the right information about their clients' behavior patterns. Now they are in the implementation stage.
- a) Describe FOUR considerations Sansay should check during the implementation phase. (8 Marks)
 - b) Discuss FOUR factors that will support Sansay's implementation of communication strategies. (8 Marks)
 - c) Describe TWO vital steps that will ensure successful implementation of the process. (4 Marks)