



PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES

MAY – AUGUST 2025 ASSESSMENT

FORMATIVE ASSESSMENT

Course : Certificate in Business management

Level : 5

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. You are applying for a leadership position in the student council, you are required to present your academic certificates and curriculum vitae. List **four** contents you will include in your curriculum vitae (CV) (4 Marks)
2. You intend to send a message to your friend. Highlight **four** factors to consider in selecting the channel of communication that you will use. (4Marks)
3. Most organizations prefer written communication, mention **four** forms of written communication that can be used in such an organization (4Marks)
4. Communication is the backbone of any organization. State **four** purposes of communication within an organization (4Marks)
5. For effective communication to take place, there are a number of principals that guide it. List **four** principles of effective communication (4 Marks)
6. The school principal sends letters to parents and students informing them on the school progress and the ongoing programs funded by the government. Give **four** elements that must be included when writing a formal letter (4 Marks)
7. Communication involves giving and receiving of information through elements that necessitates the whole process. State any **four** such elements. (4 Marks)
8. In any organization, information flows across members of different ranks within the organization, give **four** examples of horizontal communication. (4 Marks)
9. Meetings are essential ways of passing information in every organization as different matters are discussed as well as solving any challenge that arises within the organization. Outline **four** types of meetings that can occur in any organization (4 Marks)
10. A trainer in class uses a projector to display slides during a lesson. Identify **four** disadvantages of using such medium of communication in a classroom set up (4 Marks)

SECTION B: EXTENDED RESPONSE QUESTIONS (60 MARKS)

Answer any three questions in this section

11. a) Organizational policies and guidelines are always adhered to ,in terms of promotions and evaluation of workers based on the previously conducted research. Explain any **four** uses of a report in an organization (8 Marks)

b) Recently abuse of drugs among the trainees in Bera high school has been noted, as the dean of students. The deputy principal has requested you to form a committee to investigate the causes of drug abuse. Assuming you have done the investigation. Write a report. (12 Marks)

12. a) Most internal communication in an organization is done using memos. Mention **four** reasons why organizations prefer using memos over all other forms of communication.

(8 Marks)

b) You are the chairperson of a debating club at Mukiria Secondary School write a memo informing all the club members about the debating session on Saturday 18th September 2025 with a copy to the principal and the deputy principal. (12 Marks)

13. a) Communication occurs in different types depending on the mode of delivery the speaker chooses to use. Explain **five** disadvantages of non-verbal communication. (10 Marks)

b) Courtesy is a principal of communication regarding professional practice and code of ethical behaviour in the work place. Discuss **five** importance of communication etiquette in an organization. (10 Marks)

14. a) During athletics day, the sports officer uses a microphone to orally address the students. Explain **five** limitations of oral communication. (10Marks)

Explain five barriers associated with communication. (10 Marks)

