



PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES DECEMBER ASSESSMENT

FORMATIVE ASSESSMENT

Level : Module 1

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 (30 MARKS)

Answer ALL questions in this section

1. Chris recently started a fruit vending business. To enhance the growth of the business, Chris plans to start marketing the business products on social media platforms. Outline **FOUR** factors Chris should consider when selecting which social media platforms to promote his business (4 marks)
2. Zetu furniture limited uses various types of communication to reach its customers. State **FOUR** such types of communication (4 marks)
3. After several customer complaints about poor service delivery, the management of Neat Hair Extensions has appointed a committee to investigate the causes of the complaints. As the committee secretary, state **FOUR** contents that you would include in the terms of reference of the investigative report (4 marks)
4. During a research presentation you are required to use bar-graphs and other charts to illustrate your work. State **FOUR** benefits of using visuals during a presentation (4 marks)
5. You're tasked with explaining the company's service charter to newly recruited employees in your organization. Highlight **FOUR** reasons why employees should familiarize themselves with the organization's service charter (4marks)
6. Technology has made communication more effective and convenient. Name **FOUR** apps that an organization can use to hold online meetings (4 marks)
7. You are the administrative assistant at Hotta Logistics. You have been assigned the task of organizing company files and documents. Highlight **FOUR** benefits the organization will gain from proper record keeping (4marks)
8. New interns at the bank you work for are tasked with handling sensitive client information. As the bank manager, highlight to them **FOUR** methods they can use to maintain the security of confidential client information (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. Communication is the backbone of any organization. State four purposes of communication within an organization (4marks)

SECTION B (60 MARKS)

Answer any three questions in this section

- 11.
- a. Mr. John Keya had applied for the position of a receptionist at Baraka Enterprises. As the human resource manager, **write John a letter** requesting him to attend an interview (12 marks)
 - b. Good communication helps organizations run smoothly and achieve their goals. Explain **FOUR** principles of effective communication (8 marks)
- 12.
- a. During the process of selecting suitable employees, organizations use different methods to interview applicants. Discuss **FIVE** types of interviews that an organization may conduct. (10 marks)
 - b. In most organizations, meetings can only begin when a required number of members are present. This minimum number is known as a quorum. Explain **FIVE** reasons why quorum is important in a meeting. (10marks)
13. Fast Link Solutions is a growing ICT firm that uses social media platforms to promote its services and interact with clients. Recently, the firm experienced a data breach in which confidential information about clients and internal operations was leaked online. This incident raised serious concerns about data security and the firm's reputation.
- a. Explain **FIVE** benefits that Fast Link Solutions may gain from interacting with customers through social media platforms. (10 marks)
 - b. Discuss **FIVE** possible problems that a firm like Fast Link Solutions may face if confidential information leaks to the public. (10 marks)
14. **You among a group of interviewers that are** conducting an interview to hire a new administrative assistant. During the process, you observe that some candidates communicate effectively not only through words but also through non-verbal communication. You also observe that candidates who maintain a friendly and professional relationship with the interviewers appear more confident and leave a positive impression.
- a) Explain **FIVE** advantages of using non-verbal cues during communication. (10 marks)

- b) Describe **FIVE** ways a candidate can maintain rapport with the interviewer during an interview. (10 mark)