

LEVEL 4

Demonstrate Communication Skills

July/Aug 2023



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

WRITTEN ASSESSMENT

Time: 2 hours

INSTRUCTIONS TO CANDIDATE

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

This paper consists of 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: (10 MARKS)

*Answer **all** questions in this section. Each question carries one Mark.*

1. The flow of information from the supervisor to a junior staff is called;
 - A. Downward.
 - B. Upward.
 - C. Horizontal.
 - D. Vertical.
2. One of the following statements is part of active listening;
 - A. Maintaining eye contact.
 - B. Scrolling through the phone.
 - C. Reading a newspaper.
 - D. Making a phone call.
3. The word encoding is defined as;
 - A. The deciphering of a message received.
 - B. The meaning of what was sent or received.
 - C. The encryption of a message to be sent.
 - D. The feedback that you send.
4. The response a sender receives from a decoder is;
 - A. Feedback.
 - B. Barrier.
 - C. Social services.
 - D. Process.
5. Telephone, letters and emails are examples of;
 - A. Encoding.
 - B. Decoding.
 - C. Message.
 - D. Channel.
6. Select a factor that causes misinterpretation of messages in many organizations.
 - A. Eye contact.
 - B. Competent.
 - C. Telephone.
 - D. Barriers.

7. Identify a component of hearing;
 - A. Talking
 - B. Speaking
 - C. Hearing
 - D. Listening
8. One of the following is not a parameter of a report;
 - A. Ability to acquire additional information
 - B. Quality of additional information acquired
 - C. Ability to arrive at a subjective evaluation
 - D. Ability to provide worthwhile recommendations
9. The person who transmits a message is known as;
 - A. Driver
 - B. Cleaner
 - C. Receiver
 - D. Sender
10. The communication barrier displayed by an old man who refuses to be addressed by a younger person is;
 - A. Culture
 - B. Language
 - C. Physical
 - D. Transmitting

SECTION B: (40 MARKS)

Answer all question in this Section

11. You are asked to make a presentation on communication skills. State FIVE importance of communication in an organization. (5 Marks)
12. Communication can be classified broadly as verbal and non-verbal. State THREE examples of non- verbal forms of communication. (3 Marks)
13. Teamwork is very important in ensuring objectives of an organization are met. Identify FOUR ways you can encourage group participation in an organization. (4 Marks)
14. Name and define the type of interview conducted at the end of customer experience. (2 Marks)
15. Communication is the process of sending and receiving messages. State FIVE ways on how to communicate effectively at the work place. (5 Marks)
16. A good advertisement has to clearly communicate its message to its targeted audience. Highlight FOUR ways a company can advertise its products. (4 Marks)
17. Conflicts in an organization are to be addressed promptly and in a timely manner. Identify FIVE types of conflicts in an organization. (5 Marks)
18. Define the following types of communication. (4 Marks)
 - a) Upward communication.
 - b) Downward communication.
19. You have been appointed to make a presentation in a Gala dinner to represent your company products. Highlight FOUR considerations in representing your organization. (4 Marks)
20. Outline FOUR ways to exhibit customer etiquettes to organizations phone calls. (4 Marks)

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