

LEVEL 4

Demonstrate Communication Skills

July/August 2024



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

WRITTEN ASSESSMENT

TIME: 2 hours

INSTRUCTIONS TO CANDIDATE

1. This paper has two sections A and B.
2. Attempt questions in each section as per instructions given in the section.
3. You are provided with a separate answer booklet.
4. Answer all questions in the answer booklet.
5. Marks for each question are indicated in the brackets.
6. Do not write on the question paper.

This paper consists of FIVE (5) printed pages.

**Candidate should check the question paper to ascertain that
All the pages are printed as indicated and no questions are missing.**

SECTION A (10 MARKS)

Answer ALL questions, each question carries (1) mark.

1. Making eye contact is an important aspect of nonverbal communication. What does avoiding eye contact during a conversation often imply.
 - A. Interest and attentiveness.
 - B. Dishonesty or lack of confidence.
 - C. Agreement with the speaker's message.
 - D. Confidence and enthusiasm.

2. When writing a business report, it's important to use concise and clear language. Which of the following would be MOST appropriate for a business report?
 - A. A longwinded story about a related experience.
 - B. Technical jargon without explanation.
 - C. Facts, figures, and data presented clearly.
 - D. Informal language and humor.

3. Pathways are maintained and reviewed to ensure personnel are informed of relevant information. This refers to:
 - A. Effective questioning techniques.
 - B. Methods for conducting successful interviews.
 - C. Strategies for clear and consistent internal communication channels.
 - D. Mechanisms to enhance group discussions.

4. A client has made an inquiry in your organization concerning the services you offer, it's important to.
 - A. Disregard organizational communication standards in your response.
 - B. Focus solely on written communication for all inquiries.
 - C. Maintain consistency with organizational communication standards in your responses.
 - D. Ignore follow-up questions or clarifications.

5. Records of interviews are made and maintained in accordance with organizational procedures. This ensures.
 - A. The interview process is efficient and streamlined.
 - B. The interviewer remembers all details of the conversation.
 - C. The candidate feels comfortable and relaxed.
 - D. Legal and compliance requirements are met.

6. When participating in internal or external forums, presentation is relevant, appropriately researched and presented in a manner to promote the organization. This emphasizes the need for.
 - A. Creating a clear, well-structured presentation that highlights the organization's strengths.
 - B. Focusing on irrelevant personal anecdotes.
 - C. Delivering a poorly researched and disorganized presentation.
 - D. Presenting information that is negative or damaging to the organization.

7. During conversations, what skills contribute to ensuring your message is understood.
 - A. Interrupting frequently to clarify points.
 - B. Using effective questioning techniques to gather information.
 - C. Focusing solely on formulating your response.
 - D. Employing a don't care attitude

8. How do organizations ensure personnel are kept up-to-date on relevant information.
 - A. Conduct performance reviews monthly.
 - B. Maintain and review communication pathways.
 - C. Delegate tasks without clear instructions.
 - D. Ensure staff have only one meeting in a year.

9. A manager and an employee have a heated argument about a missed deadline. This is most likely a conflict centered on.
 - A. Task Conflict: Differing approaches to completing a task.
 - B. Value Conflict: Disagreements about core beliefs or principles.
 - C. Procedural Conflict: Arguments about established rules or processes.
 - D. Relationship Conflict: Clash in personalities or communication styles.

10. The sender of a message in the communication process is referred to as the.
 - A. Receiver
 - B. Encoder
 - C. Decoder
 - D. Channel

SECTION B (40 MARKS)

(Answer all questions from this section)

11. You are interviewing a candidate who appears nervous. What FOUR questioning, listening, and nonverbal communication techniques can you use to ensure a productive interview? (4 marks)

12. Pathways of communication are established to meet requirements of an organisation and workforce. Explain FOUR benefits of establishing communication pathways in an organisation. (4 marks)

13. Mrs. X seeking services in your organization in Nairobi, Kenya can only communicate in Chinese language prompting him to seek the services of an interpreter, which other FOUR barriers can hinder communication process in an organization. (4 marks)

14. Upset clients can be challenging to deal with. Highlight FOUR key strategies you can use to de-escalate a heated conversation with a client. (4 marks)

15. Your company is going global and needs to communicate with a diverse international workforce. Discuss FOUR strategies to consider for effective external information dissemination. (4 marks)

16. Meetings are formal gathering of members of an organization with a purpose of discussing specific issues. Differentiate the following TWO terms as used in meetings in an organization. (4 marks)

17. Job interviews come in various forms, each aiming to assess a candidate's suitability for a position. List FOUR common types of interviews and elaborate on their key characteristics. (4 marks)

18. Organizational etiquette refers to the established code of conduct that fosters a respectful and productive work environment. Highlight FOUR ways etiquette can be expressed within an organization to create a positive and professional atmosphere. (4 marks)

19. Effective communication is the cornerstone of successful organizations. Describe FOUR key steps involved in crafting a communication strategy for your organization. (4 marks)

20. A well-written letter of apology can go a long way in mending fences and rebuilding trust. Explain FOUR crucial characteristics a letter of apology should contain to demonstrate genuine remorse and a desire to repair the situation. (4 marks)

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