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LEVEL 6

Demonstrate Communication Skills

July/August 2024

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

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WRITTEN ASSESSMENT

TIME: 3 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 THREE (3) printed pages

Candidate should check the question paper to ascertain that

All the pages are printed as indicated and that no questions are missing.

SECTION A: (40 Marks)

Answer all the questions in this section. Marks are indicated in bracket

1. Your company is launching a new benefits package. Describe FOUR strategies that you will develop for effective internal dissemination of this information to ensure all employees are aware of the details. (4 Marks)
2. A new employee with a visual impairment joins your team. State FOUR ways you will adapt your communication strategies to ensure they are included and feel comfortable (4 Marks)
3. Your school is facing a crisis situation (e.g., exam leakage). As the public relations manager which FOUR strategies can you effectively use to communicate with both internal and external stakeholders during a crisis? (4 Marks)

4. Describe FOUR mechanisms that you can use to enhance effective group interaction during collaborative activities . (4 Marks)
5. Explain FOUR signs that might indicate that a client might need additional information during communication. (4 Marks)
6. During a research presentation you are required to use bar graphs and other charts to illustrate your work. Explain FOUR benefits of using visuals (charts, graphs) during a presentation. (4 Marks)
7. Company X has acquired high speed internet connection in order to communicate effectively with its customers. Outline FOUR challenges company X can encounter when using the Internet to communicate. (4 Marks)
8. Poorly-worded or inefficient emails or hastily presenting inaccurate information result in communication breakdown due to this communication barriers. State any FOUR barriers to communication process. (4 Marks)

9. Reports serve as logical presentation of facts and information in organizations. Highlight FOUR roles of reports in an organization. (4 Marks)

10. A team working on a complex project, but information barriers prevent them from collaborating effectively. Explain FOUR reasons why communication is the cornerstone of success in any organization: (4 Marks)

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SECTION B: 60 MARKS

Question No. 11 is compulsory. Answer any other TWO questions

11. You are a hiring manager preparing for an interview with a potential candidate for a marketing position.
    a) What are FIVE appropriate communication strategies can you employ to ensure a successful interview? (10 Marks)
    b) You are delivering bad news to a candidate who was not selected for the position. How can you use effective communication techniques to convey this message with empathy and professionalism? (10 Marks)
12. As a manager for company X you are preparing for a weekly team meeting. Explain clearly how you can ensure the meeting has clear objectives, a defined agenda, and stays on track to achieve desired outcomes. (20 Marks)
13. A group discussion is like a big chat with a purpose. You have been appointed the class representative and you are supposed to form groups in the class to use in class discussion on topics about communication skills.
    a) Describe the various stages of group formation you will undergo to effectively form the groups. (10 Marks)
    b) Discuss the different active listening skills you will encourage group members to use in the groups. (10 Marks)

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14. As the product manager you have been tasked with launching a new company product to a new market. To ensure the market is aware of the product and its benefits, how can you select the most appropriate communication channels to reach your target audience. (20 Marks)

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