

**102104T4HSS**

**HEALTH SERVICES SUPPORT LEVEL 4**

**MED/OS/HSS/BC/01/4/A**

**DEMONSTRATE COMMUNICATION SKILLS**

**INSTRUCTIONS TO CANDIDATES**

*Maximum marks for each question are indicated in brackets ( ).*

*This paper consists of* ***TWO*** *sections: A, and B.*

*Answer questions as per instructions in each section.*

*You are provided with a separate answer booklet*

**SECTION A (10 MARKS)**

***(Encircle the correct answer)***

***(Answer all question Each question is 1 mark)***

1. Which among the following factors should least be considered when developing a communication strategy
2. Business location and Theory to be used
3. Target audience and Business location
4. Theory to be used and Group Dynamics
5. Group leadership and Target audience
6. How will you enhance communication in an organization
7. Improves workplace communication.
8. Sparks innovation.
9. Improves employee productivity.
10. Increased Remuneration
11. The following steps are used in communication strategy development, which one comes first
12. Revision.
13. Implementation.
14. Analysis.
15. Evaluation.
16. Which of the following is verbal communication for an interview
17. Clapping
18. Maintaining eye contact
19. Listening attentively
20. Smiling and nodding appropriately
21. Identify an appropriate type of interview to be used
22. Face-to-face interview
23. Panel interview
24. Text interview
25. Telephone interview
26. Why are interviews important for job opportunities?
27. Increase goodwill.
28. Both interviewee and interviewer get to know each other well.
29. Chance to know more about the personality of the interviewee.
30. It’s a formality
31. Which of the following is an informal type of communication pathway?
32. Vertical communication.
33. Grapevine communication.
34. Upward communication.
35. Horizontal communication.
36. How can you establish a communication pathway in an organization?
37. Planning a budget.
38. Measuring the effectiveness of the pathways.
39. Improving horizontal and vertical communications.
40. Ensuring mutual understanding
41. Which one of the following is a non-communication process factor?
42. Sender
43. Message
44. Receiver
45. Time
46. The following are characteristics of effective communication except. Which

one?

1. Coherence
2. Clear
3. Concise
4. Shallow

**SECTION B (40 MARKS)**

***(Answer all questions in this section)***

1. What is the difference between communication and communication pathway? (2 Marks)
2. State TWO ways of identifying communication needs. (2 Marks)
3. State SEVEN (7) barriers of communication. (7 Marks)
4. What is the difference between vertical and horizontal communication? (2 Marks)
5. State FOUR steps to take in maintaining communication pathways. (4 Marks)
6. Outline THREE types of conflicts in an organization. (3 Marks)
7. Give THREE importance of an agenda in a meeting. (3 Marks)
8. State THREE factors to consider for an effective communication technique. (3 Marks)
9. Explain FOUR advantages of using banners as a way of communication. (4 Marks)
10. Highlight FIVE importance of incorporating multimedia in a presentation. (5 Marks)
11. Outline the structure of a good presentation. (5 Marks)