DEMONSTRATE COMMUNICATION SKILLS LEVEL 5

UNIT CODE:

July/ August 2024 series

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

WRITTEN ASSESSMENT

Time: 3 hours

INSTRUCTIONS TO CANDIDATE

i. This paper consists of TWO (2) sections: A and B
ii. Marks for each question are indicated
iii. The candidate is required to provide their responses in the answer booklet.

This paper consists of THREE 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 (40 Marks)

Answer all questions in this section

1. ABC Corporation is a multinational company operating in various countries across the globe. State **four (4)** pillars of communication that ABC Corporation can use to ensure that their messages are being delivered clearly and effectively. (4 Marks)
2. KAM Company Leadership team recognizes the need to improve communication methods to foster a more cohesive and efficient work environment. Highlight **four (4)** major forms of communication in an organization. (4 Marks)
3. The company X has experienced challenges in meeting the communication needs of both clients and colleagues. State **four (4)** ways on how to address these challenges. (4 Marks)
4. Company X despite having global presence and advanced technology the organization faces challenges in disseminating information effectively to its diverse workforce. State **four (4)** methods they can use for external dissemination of information in an organization**. (4 Marks)**
5. You are going to field to carry out research on your final project you are doing .What are the four barriers of communication you may face? **(**4 Marks)
6. You are appointed as a chairperson of Company X. Highlight **four (4**) ways how to identify communication needs of your customers. (4 marks)
7. ABC Training Institute conducts professional development workshops for educators to enhance their teaching skills. State **four (4)** ways a group leader can use to facilitate group discussions (4 Marks)
8. Effective communication helps in responding customer queries. State **four (4)** reasons why responding to queries to a customer is crucial. (4 Marks)
9. Most organization prefers use of written communication when addressing official maters. State **four (4)** reasons why written communication is highly effective in the workplace. (4 Marks)
10. You're tasked to conduct an interview to hire a new team member for a marketing position. Highlight **four (4)** steps you would take to prepare for and conduct the interview. (4 Marks)

SECTION B (60MARKS)

Answer question 11 and any other two questions

11. XYZ Electronics is an online retailer specializing in consumer electronics. Ms J, a customer, recently purchased a laptop from ABC Electronics' website. However, she encountered an issue with the laptop's battery life and has contacted the company seeking assistance.
    a) Explain **five (5)** procedures you will use to respond to Ms J Inquiry. (10 Marks)
    b) Discuss **five (5)** ways on how the company can handle customer Inquiry.
12. Group dynamics encompass the processes and interactions that occur within a group.
    a) Explain **four** (4) stages of group dynamics. (8 Marks)
    b) Group dynamics encompass various elements that influence the functioning and interactions within a group. Explain **six (6)** elements of group dynamics. (10 Marks)
13. Mr P, a new client, schedules a consultation with Ms J a financial advisor to discuss his financial planning needs.
    a) Discuss **five (5)** effective communication skills that play a crucial role in this process. (10 Marks)
    b) Effective communication is crucial in various aspects of life, including personal relationships, professional settings, and organizational success. Discuss five (5) reasons why effective communication is important. (10 Marks)
14. Flexibility in communication is a crucial skill that allows individuals to adjust their communication style to achieve desired outcomes. It involves being adaptable and responsive to the needs and preferences of the audience.
    a) Discuss **five** (5) types of flexibility in communication. (10 Marks)
    b) Flexibility in communication is crucial for improving overall communication effectiveness. Discuss **five (5)** importance of flexibility in communication. (10 Marks)