

LEVEL 5**Apply Communication Skills****July/August 2025**

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

WRITTEN ASSESSMENT

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. The paper consists of two sections: **A** and **B**

2. Answer **ALL** the question in section A and **THREE** in B

3. You are provided with a separate booklet

4. Marks for each question are as indicated

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5. **Do Not write on the question paper**

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This paper consists of THREE (3) 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 the questions in this section.**

1. Writing is regarded as channel of official communication. State FOUR disadvantages of written communication. (4 marks)
2. State FOUR ways through which telephone etiquette projects a positive image of an organization. (4 Marks)
3. Outline FOUR strategies that you may use to find a common ground between disputing parties. (4 marks)
4. You are reporting to your new workstation in two days' time. Outline FOUR ways you would create rapport with your colleagues on your first day. (4 marks)
5. Effective questioning is a helpful skill for generating meaningful conversations. Differentiate between the following questioning techniques. (4 marks)
 - a) Probing and funnel questions
 - b) questions
6. Outline FOUR barriers to communication that are related to the receiver of the message. (4 marks)
7. Communication plays an important role in human interaction purposes of communication. (4 marks)
8. The manager of Kotieno Enterprises prefers to call for meetings when dealing with complaints from employees. State FOUR reasons for her preference. (4 marks)
9. State FOUR uses of downward communication in an organization. (4 marks)
10. Differentiate between routine and special reports. (4 Marks)

SECTION B (60 MARKS)*Answer THREE questions in this section.*

11.

- a. You have been invited for an interview in a company where you had submitted your application letter. Explain FIVE non-verbal cues of communication that you will use effectively during the interview. (10 marks)

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- b. Salote Company relies mostly on the internet in communicating with its customers

Discuss FIVE challenges that Salote company may encounter when using the internet.

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(10 marks)

12.

- a. A well-developed group enhances collaboration and teamwork amongst other benefits. Explain FIVE stages of group development. (10 marks)

- b. Explain FIVE types of oral communication pathways that may be used in an organization. (10 marks)

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- a. Effective communication plays a very crucial role in organization. Explain FIVE principles of effective communication. (10 marks)

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- b. MVBSS Communications Limited will hold its annual performance meeting for all the employees in the next five days. As the assistant Office Manager, write a memorandum

notifying the employees about the exercise.

(10 marks)

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14.

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- a. Turn taking techniques ensures everyone gets a chance to contribute so as to foster more engaging and inclusive interactions. Explain FIVE turn taking techniques that you would apply when chairing a formal meeting in your organization. (10 marks)

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- b. You have done an investigation on a given matter and your next task is to write a report. Explain FIVE characteristics of a good report that you will consider. (10 marks)