

LEVEL 6**Apply Communication Skills****July/August 2025** Printed ByPrinted By: Technical And Vocational College Date: 22.07.2025
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07:39 AM**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)****WRITTEN ASSESSMENT**And Vocational College
Date: 22.07.2025 07:39 AM**Time: 3 HOURS****INSTRUCTIONS TO CANDIDATE**Printed By: Technical And Vocational College Date:
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1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: **A** and **B**.
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3. Answer **ALL** questions in section A and **THREE** questions in section B
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4. Candidates are provided with a separate answer book
5. **DO NOT** write on this 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)***Attempt ALL the questions in this section.***

1. Explain the significance of the following nonverbal cues in face-to-face communication.

i. Smile

ii. Eye contact

iii. Posture

iv. distance

(4 marks)

2. Outline FOUR advantages of feedback. (4 marks)
3. Outline THREE measures that the management of an organization may put in place to control grapevine communication. (3 marks)
4. Each organization is required to hold meetings annually as part of organizational policies. State THREE advantages of holding meetings in an organization. (3 marks)
5. List FOUR benefits of non-verbal communication in a formal context. (4 marks)
6. List FOUR positive effects of using information communication technology (ICT) to communicate in modern offices. (4 marks)

7. Most organizations prefer using written communication when addressing official matters. State FOUR reasons why written communication is highly effective in the workplace. (4 marks)

8. You have been appointed as the manager of XYZ company. Outline THREE ways you communication needs of your customers. (3 marks)

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

10. List FOUR advantages of establishing communication pathways. (4 marks)

11. Etiquette is very crucial in communication both in formal and informal settings. Outline THREE benefits of office etiquette. (3marks)

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

12. You are a hiring manager to interview a potential candidate for a sales position.

a) To ensure a successful interview, discuss SIX communication strategies you can employ. (12 marks)

b) Explain FOUR ways on how you will get the required information from your interviewee. (8 marks)

13. You have been invited as a guest speaker during the launch of a new company product.

a) Explain FOUR barriers that may prevent you from making an effective presentation. (8 marks)

b) Discuss THREE reasons why effective communication is important in a formal setting. (6 marks)

c) to face conversation, Salome noticed that her friend kept glancing at her watch. Explain THREE messages that might be communicated by the constant glance. (6 marks)

14. Mr. Mule, an accountant for the last 5 years at ZOY Company Limited, has been transferred to a new branch.

a) As the Secretary to the General Manager, write a letter on behalf of the Manager Mule informing him of the transfer. (12 marks)

b) Outline TWO types of organizational policies. (4 marks)

c) Nonverbal cues pass different messages during communication. Explain TWO messages that can be derived from a firm handshake. (4 marks)

15. 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 in your area of specialization.

a) e FIVE group communication strategies you will use to foster and promote active group participation. (10 marks)

b) Discuss FIVE active listening skills you will encourage group members to use in the groups. (10 marks)