



PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES JANUARY– APRIL 2025 ASSESSMENT

FORMATIVE ASSESSMENT

Qualification : Diploma
Code : **SEC/CU/CS/BC/01/6/A**
Unit of Competency : Communication Skills

WRITTEN ASSESSMENT

TIME: 3 HOURS

INSTRUCTIONS TO THE CANDIDATE:

- 1. Read all the instructions carefully before attempting the questions.*
- 2. This paper consists of two sections, A & B.*
- 3. You are allowed 3 Hours to Answer the questions.*
- 4. Marks for each question are indicated in brackets.*
- 5. Write your responses in the Separate Answer booklet provided.*
- 6. Do not write anything on this question paper.*

SECTION A: (40 MARKS) ANSWER ALL QUESTIONS

1. List **four** key elements of the communication process. **(4Marks)**
2. Explain why communication is referred to as the lifeblood of an organization. **(3 Marks)**
3. Explain any **three** ways in which you would ensure clarity in written communication. **(3 Marks)**
4. Identify any **two** methods used both in internal and external communication. **(4 Marks)**
5. For each of the following patterns of communication, draw a diagram illustrating how it can happen in an organization.
 - a) Horizontal communication **(2 Marks)**
 - b) Vertical communication **(2Marks)**
 - c) Diagonal communication **(2 Marks)**
6. Identify any **three** psychosocial/mental barriers to effective communication. **(3 Marks)**
7. Explain why written communication is preferred in organizations. **(5 Marks)**
8. Explain any five sources of information. **(5 Marks)**
9. Outline three reasons why policies are important in an organization. **(3 Marks)**
10. Identify and explain three elements of non- verbal communication. **(3 Marks)**
11. Identify two reasons as to why communication without feedback may be deemed incomplete. **(2 Marks)**

SECTION B: (60 MARKS) ANSWER ANY THREE QUESTIONS

1. You have recently started a business after graduating from college.

a) Explain **five** roles effective communication would play in growing your business.

(10 Marks)

b) Explain how you would apply any **five** communication principles in your business.

(10 Marks)

2. a) As the head of department in your organization, write a memo to all the staff requiring them to attend a meeting to discuss the implementation of a new policy. **(10 Marks)**

b) Using your organization for illustration, explain **five** ways in which a memo would be useful as a tool for internal communication. **(10 Marks)**

3. a) An organization can unknowingly create barriers to effective communication. Explain **five** such barriers **(10 Marks)**

b) Explain how the **five** barriers in (a) above can be overcome. **(10 Marks)**

4. Despite the harm it causes, grapevine communication may not be completely eliminated in an organization.

a) Describe **five** instances when grapevine may be useful to an organization. **(10 Marks)**

b) Explain **five** ways in which as a manager you may minimize the harmful effects of grapevine communication in your organization. **(10 Marks)**