

Level 5

Demonstrate Communication Skills

Nov/Dec 2024



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

**WRITTEN ASSESSMENT**

**Time: 3 HOURS**

**INSTRUCTIONS TO CANDIDATE**

1. Marks for each question are indicated in the brackets.
2. The paper consists of **TWO** sections: A and B.
3. Candidates are provided with a separate answer booklet
4. **DO NOT** write on this question paper.

**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. A company wants to keep its regular customers happy. Identify **THREE** key elements of effective client communication (3 Marks)
2. You notice that when working on projects with your classmates, it often leads to arguments. Name **THREE** ways good communication can help solve these problems. (3 Marks)
3. Your school wants to communicate with people outside the school. Give **THREE** examples of how they can do this. (3 Marks)
4. The college staff is planning to conduct interviews. List **FOUR** types of interviews they can use. (4 Marks)
5. You have to present your school's yearly report. Mention **FOUR** ways to make sure your presentation is useful and meets the needs of the audience. (4 Marks)
6. Your school is planning a staff meeting at the end of the year. Give **FOUR** reasons why sending the agenda before the meeting is important. (4 Marks)
7. You and your classmates have been divided into study groups. List **THREE** ways students can be encouraged to participate in group work. (3 Marks)
8. Give the difference between Verbal and non-verbal communication (2 Marks)
9. Over the years, digital media use has increased. What does "multimedia" mean? (2 Marks)
10. Juma is going to give a presentation to company experts about their business. Name **FOUR** things Juma should think about when preparing his presentation. (4 Marks)
11. During your company's end-of-year meeting, one member starts shouting rude words at the meeting leader. List **FOUR** ways other members could handle this situation. (4 Marks)
12. Olivia wants to give presentations to raise awareness about the rise in drug use among young people. Name **FOUR** ways she should choose the right media for her presentation. (4 Marks)

**SECTION B (60 MARKS)**

***Answer Any THREE Questions in This Section***

13. A Kenyan-based company is collecting data from their human resources personnel, recently they used observational techniques but not to their satisfaction. They have now decided to use the interviewing technique this time.
- a) Apart from interviews and observation methods of collecting data discuss TWO more ways you can collect data. (4 Marks)
  - b) Explain THREE effective questioning techniques you can use in a workplace interview to elicit detailed and relevant information. (6 Marks)
  - c) Describe TWO ways how you would handle a situation where the interviewee is providing answers that are not directly relevant to the questions asked (4 Marks)
  - d) Explain THREE ways how you can use nonverbal cues effectively in a workplace interview. (6 Marks)
14. For the last few years people's communication has been revolutionized, courtesy of the internet and increased usage of smartphones.
- a) Explain the FIVE advantages of digital communication tools in modern workplaces. (10 Marks)
  - b) Discuss FIVE challenges posed by digital communication tools. (10 Marks)
15. Cretin Company wants to improve the communication process. They have identified training employees can help.
- a) Evaluate FIVE steps involved in conducting communication training needs assessment. (10 Marks)
  - b) Discuss the FIVE benefits of providing regular communication training to employees. (10 Marks)
16. Conflicts are inevitable in workplaces where people of different personalities and backgrounds meet daily.
- a) Describe FOUR types of conflicts that are likely to happen in an organization. (8 Marks)
  - b) Since conflicts are prone to happen explain SIX ways of handling conflict in an organization. (12 Marks)