

**THE UNITED REPUBLIC OF TANZANIA  
NATIONAL EXAMINATION COUNCIL OF TANZANIA  
GRADE A TEACHERS' CERTIFICATE EXAMINATION**

**624**

**COMMUNICATION SKILLS.**

**Time: 3 Hours.**

**ANSWER**

**Year: 2001**

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**Instructions**

1. This paper consists of sections **A, B** and **C**.
2. Answer **all** questions in sections A and B and **one (1)** question from section C.
3. Mobile phones and unauthorized materials are **not allowed** in the examination room.
4. Write your **Examination Number** on every page of your answer **booklet(s)**.

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1. Give four reasons why an organization's choice of communication channels can influence employee morale.

One reason is that certain communication channels can make employees feel more valued and engaged. For example, face-to-face or video meetings allow for personal interaction, which can boost a sense of inclusion, whereas mass emails may feel impersonal.

Another reason is that the choice of channel affects the speed of information delivery. Timely communication through instant messaging or in-person briefings prevents delays and keeps employees confident that they are being kept informed.

A further reason is that some channels encourage two-way interaction, allowing employees to give feedback or ask questions. This involvement helps them feel respected and part of the decision-making process.

Lastly, the right channel can reduce misunderstandings. When the communication method is suited to the complexity of the message, employees understand better, which prevents frustration and keeps morale high.

2. State four ways time zone differences may affect communication in multinational teams.

One way is that responses to messages may be delayed because team members are not working during the same hours, which slows down project progress.

Another way is that scheduling live meetings can be challenging, often requiring some participants to join outside of their normal working hours, leading to fatigue.

A further way is that urgent matters may not be addressed immediately if key people are unavailable due to their local time, which can delay problem-solving.

Lastly, fewer overlapping working hours can limit informal interactions, which are important for building trust and good working relationships.

3. Mention four signs that a workplace conversation is being hindered by hidden conflicts.

One sign is avoiding direct eye contact, which can indicate discomfort or unwillingness to engage openly with others.

Another sign is giving short, vague responses that do not contribute meaningfully to the discussion, showing reluctance to participate.

A further sign is steering the conversation toward unrelated topics to avoid addressing the source of the conflict.

Lastly, unusual silence or lack of participation from certain team members during discussions can suggest underlying tension or unresolved issues.

4. Give four possible consequences of ignoring cultural differences when preparing a public speech.

One consequence is unintentionally offending the audience by using words, gestures, or examples that are inappropriate in their culture.

Another consequence is losing the audience's interest if the content does not reflect their values, traditions, or preferred communication styles.

A further consequence is damaging the speaker's credibility if they appear unaware or insensitive to cultural norms.

Lastly, the audience may misunderstand the message entirely if cultural context is not considered, reducing the effectiveness of the speech.

5. Mention four reasons why a meeting might fail to achieve its objectives despite proper planning.

One reason is poor time management, where discussions take too long on less important topics, leaving critical issues unresolved.

Another reason is lack of active participation from attendees, leading to few ideas being shared and weak decision-making.

A further reason is unclear goals or agenda, which makes participants unsure of the meeting's purpose.

Lastly, unresolved personal conflicts between attendees can cause distraction and prevent constructive discussion.

6. Give four challenges that arise when relying only on written communication in sensitive matters.

One challenge is the lack of tone and facial expressions, making it easy for the message to be misunderstood.

Another challenge is that written words can seem cold or impersonal, especially in emotionally sensitive topics.

A further challenge is the possibility of misinterpretation if the wording is not precise or the reader's perspective is different.

Lastly, written messages may be forwarded or shared without permission, risking confidentiality.

7. Mention four ways body language can create misunderstandings between colleagues.

One way is that crossed arms might be interpreted as resistance or disagreement, even when the person is simply comfortable.

Another way is that lack of eye contact can be taken as dishonesty or lack of confidence when it may just be shyness.

A further way is misreading facial expressions, such as assuming a neutral face means disapproval.

Lastly, using hand gestures that have different meanings in different cultures can cause unintended offence.

8. Give four indicators that a presenter has failed to connect with their audience.

One indicator is that the audience is visibly distracted, such as checking phones or whispering to each other.

Another indicator is minimal or no response when the presenter asks questions, showing low engagement.

A further indicator is that audience members show confusion, perhaps through puzzled expressions, indicating the message is unclear.

Lastly, audience members leaving before the presentation ends can be a clear sign of lost interest.

9. State four situations where listening is more important than speaking in professional settings.

One situation is during conflict resolution, where understanding the other person's perspective is essential before responding.

Another situation is when receiving instructions from a supervisor, to ensure all details are understood before taking action.

A further situation is during client feedback sessions, where listening helps to fully capture their needs and concerns.

Lastly, in performance appraisals, listening carefully to feedback allows employees to identify areas for improvement.

10. Explain four ways in which a manager can handle disagreements in a team without creating further division.

One way is to actively listen to all parties involved, giving each member an equal chance to present their perspective without interruption. This creates trust and shows fairness.

Another way is to focus on the shared goals of the team rather than the personal issues causing the disagreement. This helps members redirect their attention toward common objectives.

A further way is to mediate the discussion neutrally, avoiding taking sides and instead guiding the conversation toward solutions that benefit everyone.

Lastly, the manager can set ground rules for respectful communication during the resolution process, ensuring that the tone remains professional and constructive.

11. Assess four advantages and four disadvantages of using virtual meetings compared to in-person meetings.

One advantage is that virtual meetings save travel time and costs, allowing participants from different locations to join easily.

Another advantage is that they offer flexibility in scheduling, as participants can join from almost anywhere with internet access.

A further advantage is the ability to record meetings for later review, which can help in clarifying points or tracking decisions.

Lastly, they allow organizations to bring in experts from far away without the need for them to travel.

One disadvantage is the risk of technical issues such as poor internet connection, which can interrupt the flow of discussion.

Another disadvantage is reduced personal connection, as body language and other non-verbal cues may be harder to read on a screen.

A further disadvantage is the potential for distractions, as participants may not be in a controlled meeting environment.

Lastly, time zone differences can make it difficult to find a convenient time for all participants.

12. A company is launching a new eco-friendly product. As the communication officer, outline four key elements you would include in the public announcement to attract both media attention and customer interest.

One element would be a clear and catchy headline that immediately informs the audience about the product and its eco-friendly nature.

Another element would be details of the product's unique features, especially how it helps reduce environmental harm compared to alternatives.

A further element would be testimonials or endorsements from trusted figures or organizations to add credibility.

Lastly, including a call to action such as “visit our website” or “available in stores now” ensures the audience knows the next step to take.

13. Complete the following sentences with appropriate words so that they convey a professional and clear message:

- i) The meeting has been rescheduled to next Monday due to unforeseen circumstances.
- ii) We appreciate your feedback and will consider your suggestions in the upcoming project.
- iii) The deadline for submitting the report is 15th September, and late submissions will not be accepted.
- iv) Please ensure all safety procedures are followed before starting the operation.

14. Describe four ways an organization can ensure smooth communication during a crisis situation.

One way is to designate a single spokesperson to deliver consistent messages, avoiding mixed or conflicting information.

Another way is to use multiple communication channels such as email, social media, and press releases to reach all stakeholders quickly.

A further way is to provide regular updates even if the situation has not changed significantly, to maintain trust.

Lastly, ensure that all information shared is verified and accurate to prevent panic or misinformation.

15. Evaluate four benefits of training employees in intercultural communication skills.

One benefit is improved collaboration in diverse teams, as employees learn to understand and respect cultural differences.

Another benefit is better customer relations, especially for businesses serving clients from different cultural backgrounds.

A further benefit is reduced misunderstandings that can arise from cultural misinterpretations, which can save time and resources.

Lastly, it enhances the organization's global competitiveness, as staff are better equipped to work with international partners.