

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

624

COMMUNICATION SKILLS.

Time: 3 Hours.

Year: 2003

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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SECTION A (36 Marks)

Answer all questions in this section.

1. A junior staff member has sent an urgent report with several factual errors to a client. As the senior officer, explain the steps you would take to handle the situation without damaging the company's relationship with the client.
2. During a team presentation, one member repeatedly interrupts others, causing tension. Discuss the strategies you would use to restore order while ensuring all viewpoints are heard.
3. Imagine you are part of a cross-functional project team where tasks are delayed because members work in isolation. Explain how you would encourage collaboration without making it seem like forced supervision.
4. A stakeholder meeting is scheduled in two days, but you discover key decision-makers have not confirmed their attendance. Describe how you would address this to prevent delays in project approval.
5. Your department is adopting a new digital tool, but some employees are resistant to change. Explain the communication techniques you would use to gain their acceptance.
6. A colleague shares confidential information during a casual conversation in a public space. Outline the steps you would take to address the breach without creating hostility.
7. You receive mixed feedback from customers about your company's new service. Explain how you would gather, interpret, and use this feedback to improve future service delivery.
8. Your manager often sends instructions late at night, causing stress among staff. Discuss how you would professionally communicate the need for more reasonable timelines.
9. During a crisis, two senior managers issue conflicting public statements. As the communication coordinator, explain the measures you would take to repair credibility and prevent future contradictions.

SECTION B (40 Marks)

Answer all questions in this section.

10. A regional branch of your organization is facing declining customer trust due to rumours about product safety. As the head of communications, develop a detailed five-step plan to investigate the issue, manage public concerns, and restore brand reputation, explaining the reasoning for each step.
11. Your company is merging with another, and employees are worried about job losses, role changes, and cultural clashes. Prepare a comprehensive communication strategy to address fears, maintain morale, and ensure smooth integration, including both internal and external communication measures.

SECTION C (24 Marks)

Answer one question from this section.

12. You have been tasked to design a 6-month communication training programme for mid-level managers in an international organization. Outline the key modules, the rationale for each, and how you would measure its effectiveness.
13. A community-based NGO relies heavily on volunteer participation, but attendance at events has dropped by 50% in the last year. Develop a detailed proposal to re-engage volunteers through creative communication channels and strategic messaging.
14. A media report has incorrectly linked your company to a political scandal. Describe the immediate and long-term actions you would take to clear your organization's name while maintaining professional relations with the media.
15. You are leading a multi-country marketing campaign, but cultural differences have created misunderstandings in message interpretation. Propose a culturally sensitive approach to unify the campaign message while respecting local variations.