

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

624

COMMUNICATION SKILLS.

Time: 3 Hours.

Year: 2007

Instructions

1. This paper consists of sections **A**, and **B** with a total of **fourteen (14)** questions.
2. Answer **all** questions in sections A and **four (4)** questions from section B.
3. Section A carries **forty (40)** marks and section B carries **sixty (60)** marks.
4. Mobile phones and unauthorized materials are **not allowed** in the examination room.
5. Write your **Examination Number** on every page of your answer **booklet(s)**.

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SECTION A (40 Marks)

Answer **all** questions in this section

1. You have been appointed as the new head of communication in a busy organization where delays in message delivery have led to serious losses. Describe four strategies you would implement immediately to improve message flow and reduce errors.
2. A technical training college recently introduced online notice boards for announcements. Some students still claim they miss important information. Explain four possible reasons for this problem and how it could be addressed.
3. During a group presentation, one member speaks too fast while another avoids eye contact with the audience. Explain four possible effects of these habits on the audience's understanding.
4. Imagine you are preparing a report for a funding agency on the success of a new project. Explain four ways you would ensure the report convinces them to continue support without exaggerating facts.
5. In a cross-cultural seminar, misunderstandings arise when certain gestures are used by the speaker. Explain four ways to handle and prevent such issues in future events.
6. A manager complains that team members often misinterpret his written instructions. Explain four features of good writing that could help avoid this problem.
7. You are giving instructions on operating a sensitive machine to a group of new employees. Explain four things you must do to ensure your message is clearly understood and followed.
8. While conducting a meeting, you notice that participants are distracted by their phones. Explain four possible ways to bring back their attention without creating hostility.
9. A school principal wants to improve communication with parents but has a very limited budget. Explain four cost-effective communication channels that could be used and why.
10. During a public campaign, you are tasked with explaining a complex process to a non-technical audience. Explain four ways to simplify the message without losing important details.

SECTION B (60 Marks)

Answer any **four** questions from this section. Each question carries 15 marks.

11. A new employee is highly skilled but struggles to communicate ideas in meetings. Explain four ways the organization could help this employee improve their communication skills.
12. You are tasked with managing a crisis where false information about your organization is spreading rapidly online. Explain four communication strategies you would use to control the damage.
13. Fill in the blanks with the most appropriate words related to communication:
 - (a) The main aim of a _____ is to keep a permanent record of events or decisions.
 - (b) A communication barrier caused by the listener's preconceived ideas is called _____.
 - (c) The process of summarizing what someone has just said to confirm understanding is known as _____.
 - (d) Communication that takes place between individuals of equal status is referred to as _____ communication.
14. A charity organization plans to launch a fundraising campaign but wants to ensure it reaches the right audience. Explain four ways audience analysis can improve the success of their campaign.
15. A company is adopting a new policy where all official meetings will be conducted virtually. Explain four possible challenges this could bring and how each can be addressed.
16. A teacher notices that some learners remain silent in class discussions despite having good knowledge of the subject. Explain four reasons for this behavior and how it could be overcome.