



CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
CERTIFICATE COMMON UNIT

CCU 100: FOUNDATION OF COMMUNICATION SKILLS

DATE: 30TH MARCH 2026

DURATION: 2 HOURS

**MAXIMUM
MARKS: 70**

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Communication within an Interview Setting Case Study

Quick fast Solutions is a fast-growing consultancy firm that recently advertised a vacancy for a Project Coordinator. Due to the competitive nature of the role, the Human Resource (HR) department shortlisted several candidates and scheduled face-to-face interviews. The interview panel consisted of the HR Manager, a Department Supervisor, and a Senior Consultant. On the interview day, one of the candidates, Daniel, arrived ten minutes late and entered the interview room looking nervous. He avoided eye contact and sat with crossed arms throughout the interview. When asked questions, Daniel often gave very brief answers and used informal language, even when addressing senior panel members. At times, he interrupted the interviewers before they finished asking questions.

The HR Manager noticed that some questions were not clearly understood by Daniel. Instead of asking for clarification, he guessed the meaning and responded incorrectly. Additionally, when asked about his previous work experience, Daniel failed to organize his responses logically, jumping from one point to another. This made it difficult for the panel to follow his ideas. On the other hand, the interview panel also faced communication challenges. The Senior Consultant frequently used technical jargon without checking whether Daniel understood the terms. The panel did not provide sufficient feedback or encouragement, which increased Daniel's anxiety. There was also background noise from ongoing renovations in the building, which occasionally disrupted communication. At the end of the interview, Daniel was not given the opportunity to ask questions. He left the room unsure of how he had performed and unclear about the next steps in the recruitment process.

During the panel's discussion, members agreed that although Daniel appeared to have the required qualifications, communication barriers significantly affected the effectiveness of the interview. The HR department later concluded that both the interviewer and the interviewee contributed to the communication breakdown, highlighting the importance of effective communication skills in interview settings.

QUESTION ONE

a) Using examples from the case study, analyze five communication barriers that affected the effectiveness of the interview.

(10 Marks)

b) Based on the case study, discuss five communication strategies that both interviewers and interviewees can use to improve communication during interviews.

(10

Marks)

c) Evaluate the communication behaviors of both the interview panel and the candidate, and recommend five practical measures that could be implemented to ensure a more effective and professional interview process in the future.

(10

Marks)

QUESTION TWO

a) During a staff training session, a facilitator noticed that some employees struggled to follow instructions and retain information. To address this issue, the facilitator emphasized the importance of understanding the listening process. Using this scenario, analyze four important aspects of the listening process that the employees should focus on to improve their understanding.

(8 marks)

b) You are studying communication as part of your course. Using relevant examples identify and explain two reasons why studying communication is important in professional and social life.

(2 Marks)

QUESTION THREE

- a) During a classroom discussion, a teacher notices that some students are physically hearing the lecture but are not fully understanding or responding to the information. In this context, differentiate between listening and hearing, explaining the key differences.

(2 marks)

- b) Reading effectively involves to be able to comprehend and utilize what one has read. Discuss 4 common poor reading habits

(8 Marks)

QUESTION FOUR

- a) A student has been assigned to write a formal report for a school project. To ensure the report is clear, well-organized, and effective, the student needs to consider important factors in the writing process. Explain four factors the student should consider while writing the report.

(4 marks)

- b) A school is planning to set up different types of libraries to support students' learning and research. As a student assigned to advise the school administration, analyze three categories of libraries and explain how each can serve the needs of learners.

(6 marks)

QUESTION FIVE

- a) A company has recently adopted new technologies to improve efficiency and productivity in the workplace. As a business analyst, discuss five positive aspects of technology that the company can benefit from.

(5 marks)

- b) You have been assigned to share important information with members of your community during a local development meeting. identify and

explain five forms of communication that can be used to convey the message effectively. **(5 Marks)**

QUESTION SIX

a) A manager wants to inform employees about changes in office procedures and ensure everyone is aware of their responsibilities. Give and explain three purposes of a memo that would help achieve this goal. **(6 Marks)**

b) You have been called for an interview at ABC Company. Give 4 things to avoid during the interview **(4 Marks)**