



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR**

SECOND YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DIPLOMA
IN
MEDICAL LABORATORY SCIENCE
DIRECT ENTRY**

MAIN EXAM

COURSE CODE: BMD 222.

COURSE TITLE: COMMUNICATION IN HEALTHCARE

DATE: 7th DECEMBER 2020

TIME: 2.00 -4.00PM

INSTRUCTIONS TO CANDIDATES

This paper is divided into three sections, **A B** and **C**, carrying respectively: Multiple Choice Questions (**MCQs**), Short Answer Questions (**SAQs**) and Long Answer Questions (**LAQs**).

TIME: 3 Hours

MMUST observes ZERO tolerance to examination cheating

SECTION A

1. All the following are principles of communication **EXCEPT**?
 - A. Integration
 - B. Organization
 - C. Clarity
 - D. Adequacy and consistency
2. Communication in an informal channel of communication is characterized by
 - A. Lack of a chain of command or hierarchy.
 - B. Presence of a chain of command and hierarchy.
 - C. Communication outside the work environment.
 - D. Personal communication.
3. Which one of the following **DOES NOT** follow under the three general categories of public communication?
 - A. Speaking to inform.
 - B. Speaking to persuade
 - C. Speaking for leisure
 - D. Speaking to entertain.
4. The following should be avoided when giving a speech **EXCEPT**?
 - A. Being audible.
 - B. Talking too fast.
 - C. Using nervous gestures.
 - D. Pocketing.
5. One of the strategies that can be applied to enable one become a better speaker and presenter is?
 - A. Exercising regularly
 - B. Paying attention to body language.
 - C. Cramming a speech.
 - D. Dressing casually.
6. The following are strategies that help one in listening actively in lectures **EXCEPT**?
 - A. Reading previous notes before a lecture.
 - B. Listening for main ideas.
 - C. Using the phone amidst the lecture.
 - D. Paying keen attention to the lecturer.
7. The following are advantages of a face-to-face interview **EXCEPT**?
 - A. Ease of building rapport
 - B. Need for a trained interviewer
 - C. Opportunity for digging deeper
 - D. Ease of reading body language
8. Questionnaires that structure answers thus limiting a candidate's response to pre-decided categories are known as
 - A. Open questionnaire.
 - B. Closed questionnaire
 - C. Structured questionnaire
 - D. Voluntary questionnaires
9. Which of the following observation types involves a researcher studying the spontaneous behavior of participants in their normal surroundings?
 - A. Controlled observation
 - B. Naturalistic observation
 - C. Participant observation
 - D. Disclosed observation
10. Interviews carried out in the presence of two or more interviews in the room are known as?
 - A. Individual interview.

- B. Group interviews.
 - C. Panel interviews.
 - D. Telephone interviews.
11. The following are forms of communication **EXCEPT**?
- A. Oral communication
 - B. Personal communication
 - C. Written communication
 - D. Formal communication
12. The following are among the main characteristics of critical thinking **EXCEPT**?
- A. Skepticism
 - B. Being active
 - C. Rigidity
 - D. Open mindedness
13. Scanning during reading refers to?
- A. Reading quickly to search for specific information.
 - B. Reading quickly to gain a general idea.
 - C. Reading to understand meaning of the text.
 - D. Reading quickly to get information words.
14. The purpose of Analytical reading is to?
- A. Give a full grasp and understanding of what is being read.
 - B. Help one to concentrate.
 - C. Boosts the ability to remember.
 - D. Help in the identification of key points.
15. Which among the following is NOT an effective reading strategy?
- A. Vocalizing as you read.
 - B. Reading at times when you can concentrate.
 - C. Read in a well-lit and quiet place.
 - D. Setting reading targets.
16. Skimming involves reading all the following **EXCEPT**?
- A. Titles
 - B. Subheadings
 - C. References
 - D. Summaries
17. Information words in a text refer to?
- A. Words used to join phrases.
 - B. Words that are essential for meaning.
 - C. Words that summarize the text.
 - D. Words that provide connections
18. Which of the following best defines a formal channel of communication?
- A. A channel in which messages follow a chain of command.
 - B. A channel involving communicating with somewhat relaxed norms
 - C. A channel of sharing immense unofficial communication.
 - D. A channel of sharing information outside work environment
19. The following are types of communication channels **EXCEPT**?
- A. Audio conferencing
 - B. Emails
 - C. Ethernet
 - D. Face-to-face conversations
20. Which of the following communication channels is best suited for conveying complex information privately to an individual or a small group?
- A. Social media platforms.
 - B. Mobile communication channel.

- C. Broadcast media communication.
- D. Internet.

SECTION B

Attempt all questions

1. List down eight purposes of communication (8marks)
2. Briefly describe four channels of communication (8marks)
3. With regard to public speaking describe the strategies of becoming a better speaker (4marks)
4. Describe the importance of good note taking (4marks)
5. Explain six barriers to active listening (6marks)
6. Describe five types of interviews (5marks)
7. Describe five library resources (5marks)

SECTION C

Attempt all questions

1. Discuss in detail the barriers to communication and how to overcome each of them (20marks)
2. Discuss questionnaires and observation as sources of information explaining their various types, advantages, disadvantages and applications (20 marks)
3. Discuss the various strategies applied in effective reading (20 marks)