



Technical University of Mombasa

Faculty of Applied and Health Sciences

DEPARTMENT OF **MEDICAL SCIENCES**

DIPLOMA IN PHARMACEUTICAL TECHNOLOGY
(DPT 12S)

APM 2101: SOCIAL ADMINISTRATION PHARMACY (SAP)

SPECIAL/SUPPLEMENTARY: EXAMINATION

SERIES: February 2013

TIME: 3 HOURS

Instructions to candidate:

You should have the following for this paper

- *Answer booklet*

This paper consists of **A**, **B** and **C** questions.

1. Answer all questions in section **A** and **B** and any **TWO** questions in section **C**
2. Section **A** has 'Multiple choice questions, answer **ALL** question in this section. Circle the correct response and avoid guess work, **half** a mark will be deducted for each wrong response.
3. Section **B** has structured questions answer **ALL** questions in this section
4. Section **C** has essay questions answer **THREE** questions in this section

*This paper consists of 6 **PRINTED** pages*

SECTION A (40marks)
Answer all questions in the section

1. During a verbal communication process, body language conveys a large percentage of the message. Which of the following is not a body language component?
 - a) Tone of voice
 - b) Facial expression
 - c) Gestures
 - d) Body posture

2. Identify the incorrect attribute of the S-M-C-R model of the communication process
 - a) Source
 - b) Message
 - c) Chain
 - d) Receiver

3. Which of the following factors may not be important when choosing a communication media
 - a) Cost
 - b) Audience
 - c) Subject
 - d) Location of the media loose

4. Identify what is not a form of written communication
 - a) Memoranda
 - b) Agenda
 - c) Walkie-talkie
 - d) Advertisements

5. In the process of communication, one of the roles of the receiver is:
 - a) Encoding
 - b) Ideation
 - c) Decoding
 - d) Transmission

6. Which of the following is an advantage of written communication ?
 - a) It saves time and money
 - b) It is a more effective system because paralanguage reinforces efficiency
 - c) The parties concerned can easily exchange their thoughts and feelings
 - d) It has a permanent effect on the recipient.

7. In verbal communication the sender and receiver may exchange their ideas through the following channels except:
 - a) Telephones
 - b) Meetings
 - c) Lectures
 - d) Pictures

8. The following are advantages of face – to face communication except:
 - a) Give a quick feedback
 - b) Can be used to clarify statements
 - c) One has a limited choice of words
 - d) Both parties can read more into the discussion through non- verbal communication

9. Which of the following is not a step in developing a message?
 - a) Message design
 - b) Situational analysis
 - c) Encoding
 - d) Determination of purpose

10. The importance of communication in an organization results in the following except:
 - a) Making promotion easier
 - b) Reduction in expenditure
 - c) Organized work
 - d) Good office filing

11. Which of the following is a type of non-verbal communication?
 - a) Writing
 - b) Making gestures
 - c) Talking to a friend
 - d) Writing a memo

12. Which of the following does not fall under verbal communication?
 - a) Speaker to fast
 - b) Questioning all the time
 - c) Irrelevant content
 - d) Use of ambiguous language

13. A kind of communication barrier where the receiver views what has been said from his/her own perspective is:
 - a) Emotional
 - b) Perceptual
 - c) Cultural
 - d) Experiential

14. All the following are benefits of communication except
 - a) Information dissemination
 - b) Helps in decision-making process
 - c) Helps to impart knowledge
 - d) Helps in time management

15. Which of the following is not true about open-ended questions as a questioning skill in communication ?
- They provide specific information on subject area
 - They allow people to respond in their own way with a particular reply.
 - They do not set ‘limits’
 - They do not include a ‘feeling’ component in the answer
16. Although verbal communication always involves a speaker and an audience, the type of communication indicated below does not involve a speaker and an audience
- Intrapersonal communication
 - Group communication
 - Interpersonal communication
 - Public communication
17. The following are types of non-verbal communication except:
- Signs
 - Drums
 - Gestures
 - Signals
18. Which of the following communication skills is relevant to the ‘source’ in an S-M-C.R model?
- Listening
 - Decoding
 - Understanding
 - Speaking
19. The chief pharmacist writes a circular to all provincial pharmacy officers who in turn passes it to all the heads of pharmacy in public hospitals . This type of communication is referred to as
- Horizontal communication
 - Vertical communication
 - Grape vine communication
 - Two way communication
20. Grapevine communication may be described as:
- Flow of information from the top of an organization down through various levels to the bottom
 - Communication flowing between departments or people of equal levels in an organization structure
 - Information based on informal relationships between two parties , and is free from all formalities planned in an organization
 - Flow of information from subordinates in response to the management’s original communication
21. The job description of a liaison officers in an organization is to:
- Initiate and /or maintain communication and co-organization between units both within and outside the organization
 - Determine how many and what type of personnel are required
 - Assign specific individual to projects in an organization
 - Conduct job evaluation and human resource planning

22. Horizontal communication in an organization involves:
- Explaining the company's plans and programs to employees
 - Providing feedback information in response to managements original communication
 - Providing information about the rationale of the job
 - Heads of department sharing classified information
23. In respect to attitudes the following may act as barriers to effective communication except.
- Cultural practices
 - Rational reasoning
 - Stereotyping
 - Prejudices
24. The following statements are true about use of memorandum except:
- Announcements
 - Advertisement of goods and services
 - Requests
 - Confirmation
25. Communication as an activity in an organization enables workers in the following ways:
- Do their own work within the business
 - Keep themselves busy all the time
 - Relate to others
 - Relate to other business that relates to them
26. Poor communication in an organization will have the following impact except
- Reduce efficiency
 - Is time wasting
 - Motivate workers
 - Reduce productivity
27. A first year pharmacy student proof-reading his/her report manuscript is an example of:
- One-to-groups communication
 - Small group communication
 - Interpersonal communication
 - Intra-personal communication
28. Which of the following elements does not feature in the communication process model ?
- Echo
 - Sender
 - Response
 - Decoding
29. Skills used for listening to a patient in a one-to-one communication requires all the following except:
- Personal space is in the intimate area
 - Receptive facial expression
 - Maintenance of good eye contact
 - Leaning towards the patient who is talking

30. A patient with hearing difficulty is likely to do one or more of the following except:
- a) Speak in unusually loud or soft voice
 - b) Concentrate on lips while being spoken to
 - c) Give inappropriate response to questions
 - d) Suddenly stop a conversation and walk away

SECTION B

31. Differentiate between feedback and response (4marks)
32. What is the significance of passing and receiving information in the organizations? (2marks)
33. How does communication raise productivity in organizations? (2marks)
34. What is grapevine? (2marks)

SECTION C (60marks)

Answer ALL questions

35. a. What is the importance of communication in organization (2marks)
- b. Why is feedback important in communication ? (2marks)
- c. Briefly discuss form focus of communication media (8marks)
- d. How does distortion occur in the communication process (4marks)
- e. Briefly explain two methods of informal communication (4marks)
36. a. Briefly discuss six principles communication (12marks)
- b. Briefly discuss four factors in choosing communication media (8marks)
37. a. Briefly discuss five methods of collecting data (10marks)
- b. Explain the importance of advertising (2marks)
- c. As a way of communication advertising performs a variety of tasks. Discuss these (8marks)
38. a. Briefly discuss SEVEN common forms of interviews which occur within an organization (2marks)
- b. Define standing orders (2marks)
- c. Differentiate between vertical and horizontal communication in organizations (4marks)
39. a. Why are non-verbal signal important? (2marks)
- b. Briefly discuss nine kinds of non-verbal communication (18marks)