



**PAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**Faculty of Human Sciences**

**Department of Communication**

<b>QUALIFICATION:</b> Bachelor of Communication	
<b>QUALIFICATION CODE:</b> 07BACO	<b>LEVEL:</b> 5
<b>COURSE:</b> Introduction to Communication 1 B	<b>COURSE CODE:</b> ICO521S
<b>SESSION:</b> January 2020	<b>PAPER:</b> Theory
<b>DURATION:</b> 3 Hours	<b>MARKS:</b> 75

<b>Second OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Ms A. Tjiramanga Mr P. Paulus
<b>MODERATOR</b>	Dr H.Z. Woldemariam

<b>INSTRUCTIONS</b>
1. Answer THREE of the four questions. 2. Write clearly and neatly. 3. Number the answers clearly.

**THIS QUESTION PAPER CONSISTS OF 1 PAGE**  
(Excluding this front page)

Answer ANY THREE of the four questions below.

**Question 1**

**(25 Marks)**

In an essay describe and discuss the 6-Step Research Cycle. Illustrate with examples.

(500 words)

**Question 2**

**(25 Marks)**

Describe the Stimulus-Response-Reinforcement Model by Pavlov (classical conditioning) and demonstrate how behaviour can be changed during classical conditioning in our every-day lives.

(500 words)

**Question 3**

**(25 Marks)**

Organizational Culture Theory (OCT) seeks to examine communication and behaviour within an organization. Discuss how the organizational web works and how it can influence productivity and success of the organization.

(500 words)

**Question 4**

**(25 Marks)**

*Groupthink is rather concerned with the interaction of the group than with completing the task at hand. Thus, members of the group are likely to come to a solution without critical evaluation as they try to keep the leader happy.*

Write an essay on groupthink with a focus on how it can be successfully prevented. Include a minimum of three antecedents and/or symptoms and three ways of how to alleviate groupthink.

(500 words)

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**TOTAL: 75 Marks**

**End of examination**