



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 7
COURSE CODE: GDC 611S	COURSE NAME: GROUP DYNAMICS OF COMMUNICATION
SESSION: JUNE 2022	PAPER: (PAPER 1)
DURATION: TWO HOURS	MARKS: 50

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr C PEEL, MR C MATENGU
MODERATOR:	Dr. M MHENE

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer TWO questions only.2. Read all the questions carefully before answering them.3. Indicate whether you are a FT, PT, or DE student.

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

QUESTION 1**GDC****25 MARKS**

Social historians like Yuval Harari (2014) discuss the historical emergence of team dynamics among pre-historic humankind as contributing to the development of language, culture, agriculture, industry, and an overall “cognitive revolution” that has made humans the masters of their destiny. In a narrative that charts the course of these developments, account for the development of:

- (a) Language, culture and community since pre-historic human settlement (9 marks)
- (b) The agricultural revolution.....(8 marks)
- (c) The industrial revolution (8 marks)

QUESTION 2**25 MARKS**

Using a named or unnamed organisation of your choice, discuss whether there is evidence of Theory X or Theory Y in the workplace team dynamics. Explain which of the two theories you prefer, and why.

- (a) Discussion of Theory X.....5 marks
- (b) Discussion of Theory Y.....5 marks
- (c) Name the originator of the theories.....1 mark
- (d) Apply either theory to an analysis of your selected case study.....10 marks
- (e) Explain which theory you prefer, and why.....4 marks

QUESTION 3**25 MARKS**

- (a) How would you distinguish between a group and a team?.....(12.5 marks)
- (b) Explain why cohesion is considered to be a key ingredient for group or team success.....(12.5 marks)

QUESTION 4**25 MARKS**

Problem recognition, definition and analysis are the key processes in effective problem-solving (Levi, 2001). Describe and distinguish between the factors which influence effective problem definition and analysis, how groups generate and select alternatives, and how they implement and evaluate alternatives.

- (a) Distinction between problem recognition, definition and analysis.....5 marks
- (b) Issues of severity, familiarity and complexity of problems.....5 marks

- (c) How and why groups may respond differently to problems.....10 marks
- (d) Factors that influence the generation and selection of alternatives..... 5 marks

QUESTION 5

25 MARKS


Using examples you are familiar with, describe the requirements and factors which influence successful empowerment programmes in work groups.

- (a) Detailed definition of empowerment.....5 marks
- (b) Factors which influence empowerment's success..... 10 marks
- (c) How people express power through their behaviour.....10 marks

End of examination

Total: 50 marks

[Handwritten signature]

	NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY	P/Bag 13388 Windhoek NAMIBIA
	2022 -05- 06	
FACULTY OF HUMAN SCIENCES DEPARTMENT OF COMMUNICATION		