



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY NAME: HUMAN SCIENCES
DEPARTMENT NAME: COMMUNICATION**

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 7
COURSE: MANAGEMENT COMMUNICATION	COURSE CODE: MCO721S
SESSION: JANUARY 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

SECOND OPPORTUNITY/ SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINERS	Dr. H. Mapudzi
MODERATOR	Prof. J. Kangira

INSTRUCTIONS	
1. Answer <u>THREE</u> questions only. 2. Write clearly and neatly. 3. Number the answers clearly.	

THIS EXAMINATION PAPER CONSISTS OF 2 PAGES
(Including this front page)

Question 1

[25 marks]

Using relevant examples, discuss the basic element of an organisational communication programme.

Question 2

[25 marks]

Using an organisation of your choice, discuss primary and secondary stakeholders. Your answer should include amongst others, the key questions to ask when dealing with stakeholders [25 marks]

Question 3

[25 marks]

- a) Discuss what is meant by tone of voice and explain why it is important (10 marks)
- b) Using relevant examples, explain the different message styles and explain which tone to use in certain contexts (15 marks).

Question 4

[25 marks]

Using relevant examples, discuss the concept of organisational change and the reasons for organisational change (25 marks)

END OF EXAMINATION