



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 5
COURSE CODE: OCO521S	COURSE NAME: ORGANISATIONAL COMMUNICATION
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR. M. MHENE PROF. R. MAKAMANI
MODERATOR:	DR. N. MPOFU

INSTRUCTIONS
1. Answer THREE questions. 2. Write clearly and neatly. 3. Number the answers clearly.

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

Question 1**(25 marks)**

The vertical channel of communication is one of the most important channels of communication in any organisation. Describe the two vertical communication systems and highlight the barriers associated with the two systems.

(600 words)**Question 2****(25 marks)**

The grapevine is a regular system of communication among employees which occurs outside the normal channels of communication. Write an essay paying special attention to the following: i) Why the grapevine is important ii) three major functions of the grapevine iii) why the grapevine cannot be eliminated iv) what research has proved about the grapevine v) the characteristics of the grapevine and vi) problems posed by the grapevine. Provide relevant examples in your discussion.

(600 words)**Question 3****(25 marks)**

"The Systems Approach is the most efficient approach to be employed in any organisation as it allows free flow of information." In light of the above quote, discuss communication patterns that can be used in an organisation where the Systems Approach is used.

(600 words)**Question 4****(25 marks)**

Write an essay describing the main characteristics of the Classical Approach. If an organisation adopts it, examine how it would influence communication processes.

(600 words)