



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION:</b> VARIOUS	
<b>QUALIFICATION CODE:</b> VARIOUS	<b>LEVEL:</b> 6
<b>COURSE CODE:</b> PCO 611S	<b>COURSE NAME:</b> PROFESSIONAL COMMUNICATION
<b>SESSION:</b> NOV 2022	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Ms E. #Gawas
<b>MODERATOR:</b>	Ms J. Mungenga

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li></ol>

**PERMISSIBLE MATERIALS**

1. Examination paper
2. Examination script

**THIS QUESTION PAPER CONSISTS OF 6 PAGES (Including this front page)**

## Question 1

[23]

Tendai is a younger Shona-speaking, Zimbabwean worker and standing in line in the company cafeteria. Tangeni, an older Oshiwambo-speaking Namibian, steps in front of Tendai, "I have been here longer, am older than you and belong in front of the line" he laughs. "Besides it is only fair to serve nationals before foreigners". Tendai says "...um...suit yourself" as he moves back to make room for Tangeni. I cannot believe Mr Tangeni embarrassed me like that in front of everybody, Tendai thinks to himself while eating his lunch quietly. He files a complaint with the company and claims this is an example of bullying in the workplace. Tangeni is shocked when he is informed of a grievance hearing regarding the issue, he thought Tendai knew he was being playful and did not think he was offended. Unfortunately, the story leaks to the media and is publicized on the front page of a notable newspaper, causing the company negative publicity.

Adapted from: <https://foxhugh.com/non-fiction/36-workplace-scenarios/>

**1.1 Using Lasswell's communication model, analyse the scenario above. Remember your analysis must list and answer all the pertinent questions according to Lasswell. (10)**

**1.2 Identify the following in the scenario above: (5)**

1.2.1 Intrapersonal communication

1.2.2 Mass communication

1.2.3 Direct written communication

1.2.4 Acoustic semiology

**1.3 Below are four scenarios displaying the four different types of responses to listening. Read and name each type of listening response. (2x4=8)**

**A.** Karungi: According to African societal stereotypes, I was a young girl who had no business being in a relationship at my age, and therefore I believed saying anything would do more harm than good, so I chose to drench myself in depression.

Counsellor: So what you are saying is that because of your age you did not feel free to share what was happening in the relationship. This led to you becoming emotionally ill?

**B.** Karungi: Those who speak up risk being doubted, punished or get victim-shamed from society.

Counsellor: How did this keep you from getting help?



**C. Karungi:** This year, my team and I are launching a community-based organization called Roaring Doves, a digital and offline community where female survivors of GBV can fearlessly R.I.S.E together.

**Counsellor:** I think there are many other such sites. I found that it is best to share your story with someone who can help you rather than just to write a blog. If you have suffered abuse like I have, you need professional help. That is what had saved me.

**D. Karungi:** I had only disclosed my ordeal to a few of my closest friends, since I was afraid of speaking out.

**Counsellor:** Well you know I think you should have trusted someone earlier and demanded help to get away from the abuse.

## **Question 2**

**[19]**

**2.1** Re-read the scenario above list the first four interconnected contexts (4) in intercultural communication and extract examples from the scenario above to substantiate your answers.

**(15)**

**2.2** The scenario provides at least two barriers to effective intercultural communication, name them and provide examples from the text to substantiate your answers.

**(4)**

## **Question 3**

**[16]**

**3.1** Examine the following picture of a meeting and list five things that are going wrong in the meeting?

**(5x2=10)**



[<https://waynehedlund.org/how-to-lead-a-bad-meeting/>]

**3.2 Match the following meeting terminologies with the correct definitions. (E.g. 1 b). (6)**

Terminology	Definition
1. Casting vote	a. set of rules governing activities of voluntary bodies
2. Advisory	b. to drop a motion which has no support
3. Articles of Association	C. to introduce a paper or schedule for noting
4. Constitution	d. A chairperson may use it to reach a decision, if votes are equally divided.
5. Table	e. rules required by company law which govern a company's activities
6. Shelve	f. providing advice or suggestions, not taking action

**Question 4**

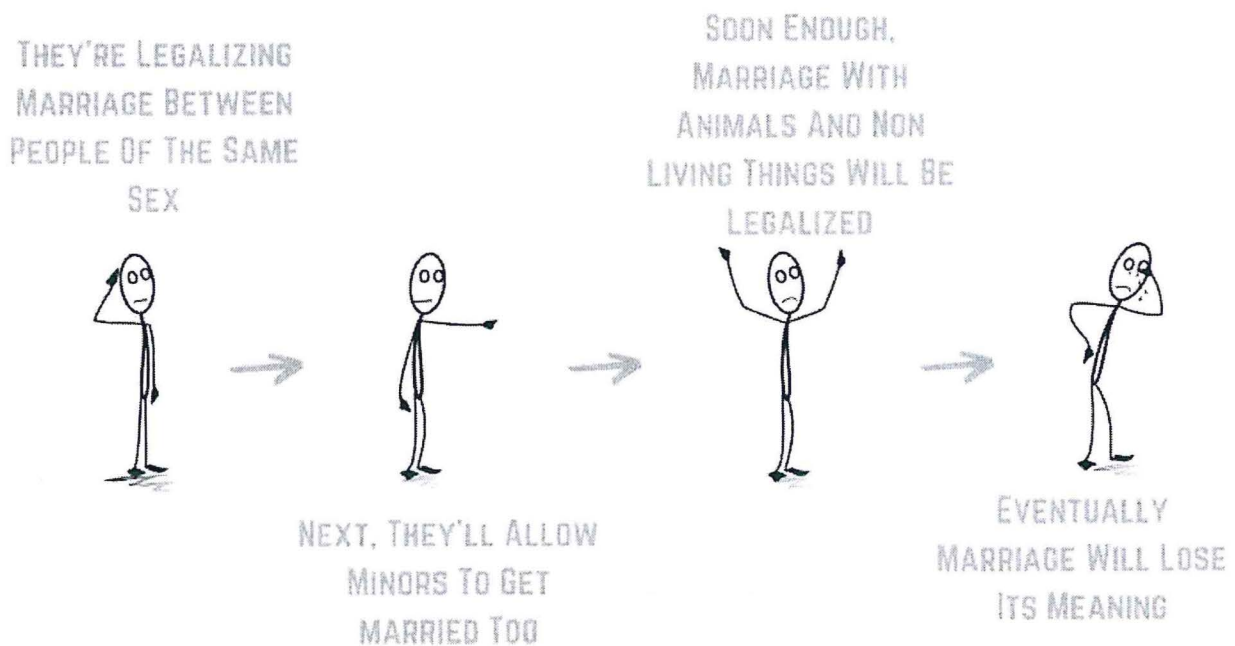
**[14]**

**The following pictures are examples of fallacies. Answer the following questions with regard to each picture (6x2)**

- 4.1 (i) Identify the fallacy in the image below (2)
- (ii) Define the fallacy you identified i). (2)
- (iii) Explain the fallacy as portrayed in the image below (2)



- 4.2 (i) Identify the fallacy in the image below (2)
- (ii) Define the fallacy the fallacy you identified i) (2)
- (iii) Explain the fallacy as portrayed in the image below. (2)



<https://studiousguy.com/fallacy-examples-in-real-life/>

**4.3 State whether the following syllogisms are valid or invalid:**

**(2)**

4.3.1 All snakes are cold-blooded

All snails are cold-blooded.

All snails are snakes.

4.3.2 All humans are selfish.

Confucius is a human.

Confucius is selfish.

**Question 5**

**[28]**

**The scenario below is a continuation of the scenario in question 1. Read it and answer the questions that follow:**

Since the incident in the cafeteria and Tendai and Tangeni making front page news, there has been tension between them. This tension has affected their working relationship because Tendai has been unable to complete the overdue company financial report because Tangeni's report for his section is outstanding. Tendai has sent several emails reminding Tangeni and requesting the report but he has not received any response to his emails. This situation continues for weeks.



5.1 Name the type of tension between Tendai and Tangeni and justify your answer with an example from the text. (4)

5.2 Although conflict has five stages, name the conflict stage skipped in the scenario above. (2)

5.3 Evaluate the remaining four stages of conflict in the scenario above with examples from the text. (8)

5.4 The Thomas-Kilmann Conflict Mode Instrument (TKI) assesses an individual's behaviour in conflict situations—that is, situations in which the concerns of two people appear to be incompatible. In conflict situations, a person's behaviour can be described along two basic dimensions. Fill in the two dimensions as well as the conflict modes on the sketch provided below. Write the letter and the mode/dimension.

E.g. (a) \_\_\_\_\_

(7x2=14)

(f)

(a) _____ I am not prepared to change my position My view is clearly the right one I know best, do as you are told	(e) _____ Let's find a quick solution Split the difference Meet half way I'm prepared to, if you will	(b) _____ Let's work together on this Let's find some common ground My position is..., what's yours? How can we solve this?
(c) _____ I'd prefer not to discuss it. That's outside my brief. I don't want to talk about it. Whatever you want.		(d) _____ I concede that point. I agree with you there I'm prepared to accept that What's your preferred outcome?

(g)

END OF QUESTION PAPER