



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING

QUALIFICATION: VARIOUS	
QUALIFICATION CODE: VARIOUS	LEVEL: 6
COURSE CODE: PCO 611S	COURSE NAME: PROFESSIONAL COMMUNICATION
SESSION: JANUARY 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SUPPLEMENTARY / SECOND OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	Ms E. /Ucham Ms J. Eiseb
MODERATOR:	Ms I. Bezuidenhout

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

PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

THIS QUESTION PAPER CONSISTS OF 7 PAGES (Including this front page)

Question 1

[21]

Read the workplace scenario below and answer the questions that follow.

Ute and Taimi got off on the wrong foot when Taimi approached her for assistance with a customer enquiry and Ute refused. As Ute was about to start with the news broadcast and she didn't want to be distracted, she dismissed Taimi with a wave of her hand.

There has been tension between the two ever since. Now Ute needs Taimi's help on a project, but Taimi is silent and does not respond to her emails. Ute decides to walk to Taimi and says, "I understand that we got off on the wrong foot. My apologies for that. However, there's a problem for which I have a solution in mind but I need to know if there is a budget for it? Can we have a conversation about it, please?"

Adapted from: <https://blog.powertofly.com/examples-of-conflict-in-the-workplace-scenarios-2636222089.html>

1.1 Use Lasswell's communication model to state and answer all pertinent questions in order to analyse the conversation between Employee X and the Manager. (10)

1.2 Identify examples of the following types of communication: (8)

1.2.1 Interpersonal communication

1.2.2 Mass communication

1.2.3 Acoustic semiology

1.2.4 Kinesics

1.3 How would you categorize Ute, using Keirsey's temperaments. Quote a phrase from the text to substantiate your answer. (2)

1.4 Identify Ute's response in the first listening situation when Taimi approached her for help. (1)

- a) Reflect
- b) Probe
- c) Deflect
- d) Advise

Question 2

[15]

Read the meeting scenario and answer the questions that follow.

Mr Gariseb is an elderly man, the Chief Executive Officer of a fashion house called Trendy Fashions. The company designs, tailors and supplies the local clothing industry with their clothes. The company is run very conservatively because it does not use any technology for advertising and has only been making clothes for people in the age range of 35 and above, until recently. The company's main means of advertising is newspaper adverts that run bi-monthly because of the high cost attached to it. Mr Gariseb has called an **ad hoc**¹ meeting with his staff and below is

the proceedings of the meeting:

- Mr Gariseb: Good morning colleagues
Thanks for attending this meeting that I have called on such short notice. Let me also take the opportunity to welcome a new staff member that will be joining the design department – Ms Nangolo you are welcome. Colleagues, please give her your usual support and cooperation.
- Ms Nangolo:
(Assistant Designer) Thank you sir.
- Mr Gariseb: Well colleagues, I only have one agenda point and since I have not received any **apologies**² for the meeting and we are a **quorum**,³ let us start immediately. Our sales have dropped immensely and we need to do something drastic in order to ensure that our business keeps running. The floor is open for any suggestions you might have.
- Mr Ndjoze:
(Com. Officer) I think our greatest challenge is the way we communicate with our customer base. Thus my **motion**⁴ is that we need to change our (Com. Officer) advertising strategy from only using newspapers to one that reaches a broader audience.
- Ms Brown:
(Finance Manager) How do you suggest we do that? I **oppose**⁵ your motion. The company, as it is, cannot afford to incur more advertising costs because the bi-monthly adverts are very expensive. Whatever we decide in this meeting, we need to bear in mind that funds are limited. Let us **shelve**⁶ that motion, for now.
- Ms Van Wyk:
(Marketing Manager) Mr Gariseb, with all due respect. I have been **lobbying**⁷ my colleagues and raised the same issue in a previous meeting when I was told that it should be left to **lie on the table**.⁸ We need to up our marketing strategy especially since our target market has expanded to include those under the age of 35, including teenagers.
- Mr Gariseb: Colleagues, my purpose for this meeting is for us to brainstorm solutions and not discuss the problem or other problems that will be created by the current situation.
- Ms. Ferguson:
(Fashion Designer) I qualified as an IT technician before I discovered that fashion was my first passion. I think it's time that this company

embraces the digital age in which we live. Because of the size of the company, we communicate mainly via our WhatsApp group. As an IT person, I know we can do so much more to put our business out there, in terms of advertising. First of all, we need to create an image for the company with a website and then we need to use social media, specifically Facebook to advertise our products and services.

Ms Brown:
(Finance Manager)

It sounds like a good idea. As long as there are no financial implications.

Mr Ndjoze:
(Communications Officer)

That's a good idea Ms Ferguson. That's what I wanted to suggest. I **second**⁹ your motion. You took the words out of my mouth.

Mr Gariseb:

Ms Ferguson, I am old school and not very acquainted with things like social media. Can you shed more light as to how it will be done? Will there be financial implications? What do we need to start?

Ms Ferguson:
(Fashion Designer)

For starters, I can create a website and a Facebook page in order to advertise our products and services. But my concern is, since it will take a bit of time – and I am the only designer – my work will be affected. Also, since I will not always be available to update and maintain these sites, the company will need to employ an IT person who will be in charge of this.

Ms Brown:

That is what I feared...

Mr. Gariseb:

Can we decide by **casting votes**?¹⁰

Source: Created by Emelda /Ucham

2.1 List and explain the meaning of the different meeting terminology numbered and highlighted in bold, in the text. (10)

2.2.1 Identify (1), explain (1) and analyse by quoting one example from the text (1) where the chairperson has done well in terms of the guidelines for conducting an effective meeting. (3)

2.2.2 What was the greatest flaw of this meeting? Write only the letter for the correct option. (2)
a) No minutes were read and the agenda was not adopted

- b) There was no secretary to document the proceedings of the meeting
- c) The chairperson did not stop the Finance Manager from talking too much

Question 3

[3 x 5=15]

- a) Identify and write down the letter of the fallacy that matches the provided example. (1)
- b) Explain your choice in a). (2)

3.1. "We shouldn't approve her loan because she once had a drinking problem."

- A – Hasty generalization
- B – Post Hoc
- C – Weak analogy
- D – Ad hominem

b) Explain: _____

3.2 "Voting for the ruling party is the best way to show that you care about the governance of Namibia."

- A – Hasty generalization
- B – Post Hoc
- C – Weak analogy
- D – Ad hominem

b) Explain: _____

3.3 "Either finish school or look forward to an unsatisfying life and a low-paying job."

- A – False Dichotomy
- B – Post Hoc
- C – Weak analogy
- D – Ad hominem

b) Explain: _____

3.4 "If Americans ban fast food because it's unhealthy, eventually the world will follow suit and also ban fast food." So we should not ban fast food because it will affect us economically"

- A – Red Herring
- B – Slippery slope
- C – Moral equivalence
- D – Post Hoc

b) Explain: _____

3.5 "If the government does not pay tuition for the orphaned students that come from disadvantaged families, how will they further their education and contribute to the economy?"

- A – Red Herring

B – Slippery slope

C – Appeal to pity

D – Post Hoc

b) Explain: _____

Question 4

[5]

Match the interconnected contexts of the context approach in intercultural communication in column A with their correct meaning in column B. Only write the correct letter next to the number, e.g. 1.B

Column A	Column B
1. Cultural context	A. The place where communication takes place e.g. the mall, an office, in a garden, in the street etc.
2. Micro cultural context	B. The way the people involved in an intercultural communication encode, decode and interpret information.
3. Environmental context	C. Deals with how the membership of people from different cultures or micro cultures affect their intercultural communication.
4. Perceptual context	D. The different cultures of the nationalities of the people who are involved in the communication.
5. Socio-relational context	E. Within the cultural contexts there are group of people who are different in some customs, habits, practices, race, or societal culture.

Question 5

[12]

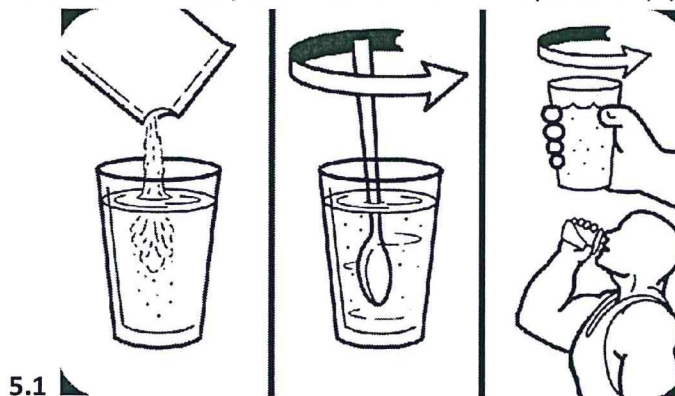
Each of the pictures below represents a type of digital literacy.

(6)

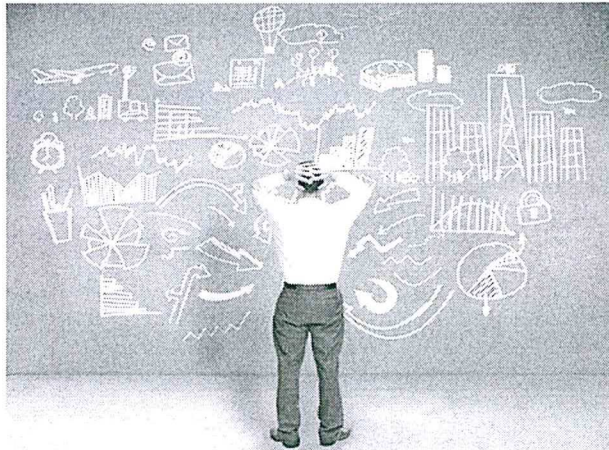
a) Identify the type of digital literacy. (2)

b) Explain the basic meaning. (2)

c) Give a brief explanation of the literacy with reference to the picture. (2)



[<http://www.funnelinc.com/instructions/>]



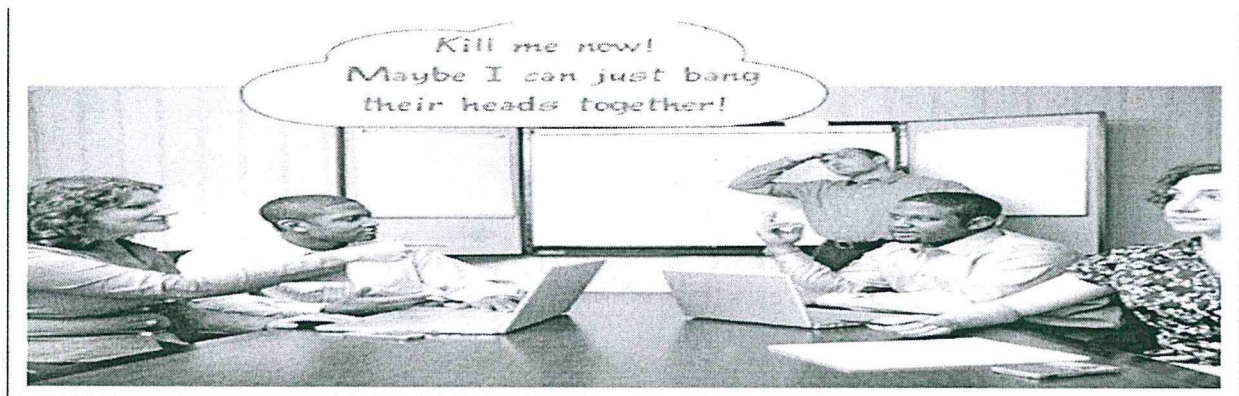
5.2

<https://www.businessinsider.com/information-overload-is-killing-our-ability-to-make-decisions-2015-7>

Question 6

(20)

Conflict in the workplace is a normal occurrence in most organizations as is evidenced in the picture below.



6.1 Name the five types of conflict *commonly found* in the work place.

(5 x 2= 10)

6.2 Thomas Kilmann distinguishes between conflict handling modes and conflict management styles in the workplace. Name the five conflict management styles, adding the type of outcome each management style is likely to produce.

(5+5=10)

Question 7

(12)

Imagine you are busy compiling your CV and Ms Emelda Ucham has agreed that you may add her as a reference. Illustrate how you would list Ms Ucham as a reference on your CV.

END OF QUESTION PAPER