



**PAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**Faculty Name:** Human Sciences

**Department Name:** Communication

<b>QUALIFICATION: BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE: 07BACO</b>	<b>LEVEL: 7</b>
<b>COURSE: MANAGEMENT COMMUNICATION</b>	<b>COURSE CODE: MCO721S</b>
<b>SESSION: JANUARY 2019</b>	<b>PAPER: 1 OF 1</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 75</b>

<b>SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINERS</b>	<b>DR. H. MAPUDZI</b>
<b>MODERATOR</b>	<b>PROF. J. KANGIRA</b>

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

**INSTRUCTIONS**

1. Answer **Three (3)** Questions only.
2. Write clearly and neatly.
3. Number the answers clearly.

**PERMISSIBLE MATERIALS**

1. Examination paper.
2. Examination script.

**Question 1****[25 marks]**

- a) Using examples, explain the concept of management communication and why it is important in an organisation [10 marks]
- b) Explain what is meant by effective communication in an organisation and describe the barriers to effective communication [15 marks]

**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

**Question 3****[25 marks]**

Using relevant examples, discuss the concepts of organisational vision and mission. In your responses, focus on the following:

- a) Vision and mission statement
- b) Why vision and mission statement
- c) What makes a good vision and mission
- d) Developing vision and mission statement
- e) Benefits of having a clear vision and mission

**Question 4****[25 marks]**

- a) Using examples, discuss formal, informal and quasi-formal kind of communication. Assess the advantages and disadvantages of these types of communication in an organisation [15]
- b) Using examples, explain the benefits of internal communication in any organisation [10 marks]

**END OF EXAMINATION**