



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

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

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

|                                                  |                                                  |
|--------------------------------------------------|--------------------------------------------------|
| <b>QUALIFICATION : BACHELOR OF COMMUNICATION</b> |                                                  |
| <b>QUALIFICATION CODE:</b> 07BCMM                | <b>LEVEL:</b> 5                                  |
| <b>COURSE CODE:</b> OCO521S                      | <b>COURSE NAME:</b> ORGANISATIONAL COMMUNICATION |
| <b>SESSION:</b> NOVEMBER 2024                    | <b>PAPER:</b> THEORY (PAPER1)                    |
| <b>DURATION:</b> 2 HOURS                         | <b>MARKS:</b> 100                                |

| <b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b> |                |
|-----------------------------------------------------|----------------|
| <b>EXAMINER(S)</b>                                  | DR. M. MHENE   |
| <b>MODERATOR:</b>                                   | DR. A. HAUTEMO |

| <b>INSTRUCTIONS</b>                                                                                                                                                                                       |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <ol style="list-style-type: none"><li>1. Answer <b>TWO</b> questions</li><li>2. Write clearly and neatly.</li><li>3. Each essay must be <b>600</b> words</li><li>4. Number the answers clearly.</li></ol> |  |

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

Answer **TWO** questions only

**Question 1**

**(50 marks)**

- a) Explain and provide examples of the following main characteristics of the Classical Approach in an organisation:
- i) Content of communication
  - ii) Direction of communication flow
  - iii) Channel of communication
  - iv) Style of communication
- b) If an organisation adopts the Classical Approach, examine how it would influence communication processes. **(600 words)**

**Question 2**

**(50 marks)**

The vertical channel of communication is one of the most important channels of communication in any organisation. Describe the **two** vertical communication systems in Organisational Communication and provide relevant examples to justify the importance of the two systems. **(600 words)**

**Question 3**

**(50 marks)**

Discuss the use of the Human Relations Approach in organisations and show how it influences communication processes. Use relevant examples to support your answer.

**(600 words)**

**Question 4**

**(50 marks)**

The grapevine is a regular system of communication among employees that occurs outside the normal communication channels. Give relevant examples from work situations and explain the advantages and disadvantages of the grapevine. **(600 words)**

**TOTAL MARKS:100**

**END OF QUESTION PAPER**