



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: VARIOUS	
QUALIFICATION CODE: VARIOUS	LEVEL: 6
COURSE CODE: PCO611S	COURSE NAME: PROFESSIONAL COMMUNICATION
SESSION: JUNE 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr E. †Gawas Ms. C. Sibalatani
MODERATOR:	Ms J. Mungenga

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 MEMORANDUM CONSISTS OF 8 PAGES (Including this front page)

Question 1

[16]

Read the following scenario and answer the questions based on it.

Imagine you're attending a large conference on sustainable development in a bustling city. As you enter the conference hall, you notice a diverse crowd of attendees engaged in various activities. Some are deep in conversation, others are scanning through pamphlets and brochures, and a few are standing alone, seemingly lost in thought assessing whether to engage others or not.

You approach a group of people discussing renewable energy solutions. One person seems particularly passionate about wind power, while another advocates for solar energy. You join the conversation and notice subtle shifts in body language as the discussion progresses. Some individuals nod in agreement, while others furrow their brows in disagreement.

As you step away from the group, you find yourself reflecting on the presentations you've attended so far. You ponder the implications of adopting sustainable practices in your own life and business. Thoughts race through your mind as you weigh the potential benefits and challenges. You observe your own internal dialogue, recognizing conflicting emotions and desires.

During a break, you notice a large screen displaying news updates related to environmental conservation efforts worldwide. The headlines highlight success stories of communities transitioning to eco-friendly practices and the challenges faced by policymakers in implementing sustainable policies. Eager to delve deeper, you contemplate the role of media in disseminating information and influencing societal norms.

As you mingle with other attendees during lunch, you observe subtle cues that convey meaning beyond words. A speaker's confident posture commands attention, while a nervous fidgeting with hands betrays underlying anxiety. You notice individuals mirroring each other's gestures during conversations, signaling rapport and connection.

1.1 Identify examples of the following in the scenario:

(6)

1.1.1 Interpersonal communication

1.1.2 Intrapersonal communication

1.1.3 Mass communication

1.1.4 Two examples of non-verbal communication

1.1.5 An example of tacesics

1.2 Use Lasswell’s communication model and create a fictional scenario in which you list and answer all the pertinent questions in order to analyze your created conversation. (10)

Question 2

[23]

Read the meeting scenario and answer the questions that follow.

A local Japanese company has a French national, Mr. Leclerc, visiting their office in Tokyo to discuss potential collaborations. The Office Manager, Ms. Tanaka, who is Japanese, is tasked with showing Mr. Leclerc around and taking him to lunch. She decides to take him to a traditional sushi restaurant to experience authentic Japanese cuisine.

As they sit down at the sushi bar, Ms. Tanaka enthusiastically orders a variety of sushi dishes for them to try. However, Mr. Leclerc, who is a devout Catholic, is taken aback by the raw fish and seaweed-based dishes. He expresses his discomfort, saying, "I'm sorry, but I cannot eat this. It goes against my religious beliefs."

Ms. Tanaka, surprised and confused, apologizes and quickly tries to find an alternative restaurant that serves French cuisine. She feels embarrassed for not considering Mr. Leclerc's dietary restrictions and cultural background before making the lunch arrangements.

2.1 List the interconnected contexts (5) in intercultural communication and extract examples from the scenario above to substantiate your answers. (3x5=15)

2.2 Match the barriers to effective intercultural communication in column A with their correct definition in column B. Only write the correct letter next to the number, e.g. 1.B (2x4=8)

Column A	Column B
1. Ethnocentrism	A. A teacher assumes that all students from a certain country are naturally good at mathematics and science, neglecting to recognize the diverse talents and abilities of each student.
2. Xenophobia	B. An employee feels anxious about attending a business meeting with international clients because they are unsure about the proper etiquette and cultural norms.
3. Stereotyping	C. A group of tourists from a Western country visit a remote village in Asia and criticize the locals for their traditional way of life, considering it backward compared to their own modern lifestyle.
4. Intercultural apprehension	D. A community reacts with hostility towards immigrants moving into their neighborhood, fearing that they will bring crime and change the cultural fabric of the area.

Question 3

[3 x 5=15]

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

3.1 "You should listen to Professor Smith's lecture on climate change he understands the subject matter even though he is a History Teacher."

A – Hasty generalization

B – Post Hoc

C – Ad hominem

D – Appeal to authority

b) _____

3.2 "John claims that ghosts must exist because he once saw a ghost in an old abandoned house."

A) Appeal to Ignorance

B) False Cause

C) Circular Argument

D) Ad Hominem

b) _____

3.3 "Either you support stricter immigration policies or you're in favour of open borders and chaos."

A – False Dichotomy

B – Post Hoc

C – Weak analogy

D – Ad hominem

b) _____

3.4 "You can't trust what she says about health advice; she's a vegan."

A – Hasty generalization

B – Post Hoc

C – Ad hominem

D – Appeal to ignorance

b) _____

3.5 "Legalizing marijuana for medical use will lead to widespread drug addiction and societal collapse."

A – Red Herring

B – Slippery slope

C – Moral equivalence

D – Appeal to pity

b) _____

Question 4

[14]

As you facilitate a meeting, one team member begins discussing a topic that's not on the agenda, going on for about 10 minutes. You notice the rest of the group starting to shift in their seats, indicating they're ready to move on. This team member also has a habit of cutting others off before they can finish their thoughts, disrupting the flow of the conversation. Later in the same meeting, two participants start chatting, making it difficult for others to focus on the agenda item being discussed. Their conversation becomes louder, and it's clear they're not aware of the distraction they're causing.

4.1 Name and discuss 5 key issues the chair could have done to conduct the meeting in the scenario effectively. (10)

4.2 Match the meeting terminologies in column A with their correct meaning in column B. Only write the correct letter next to the number, e.g. 1.B (4)

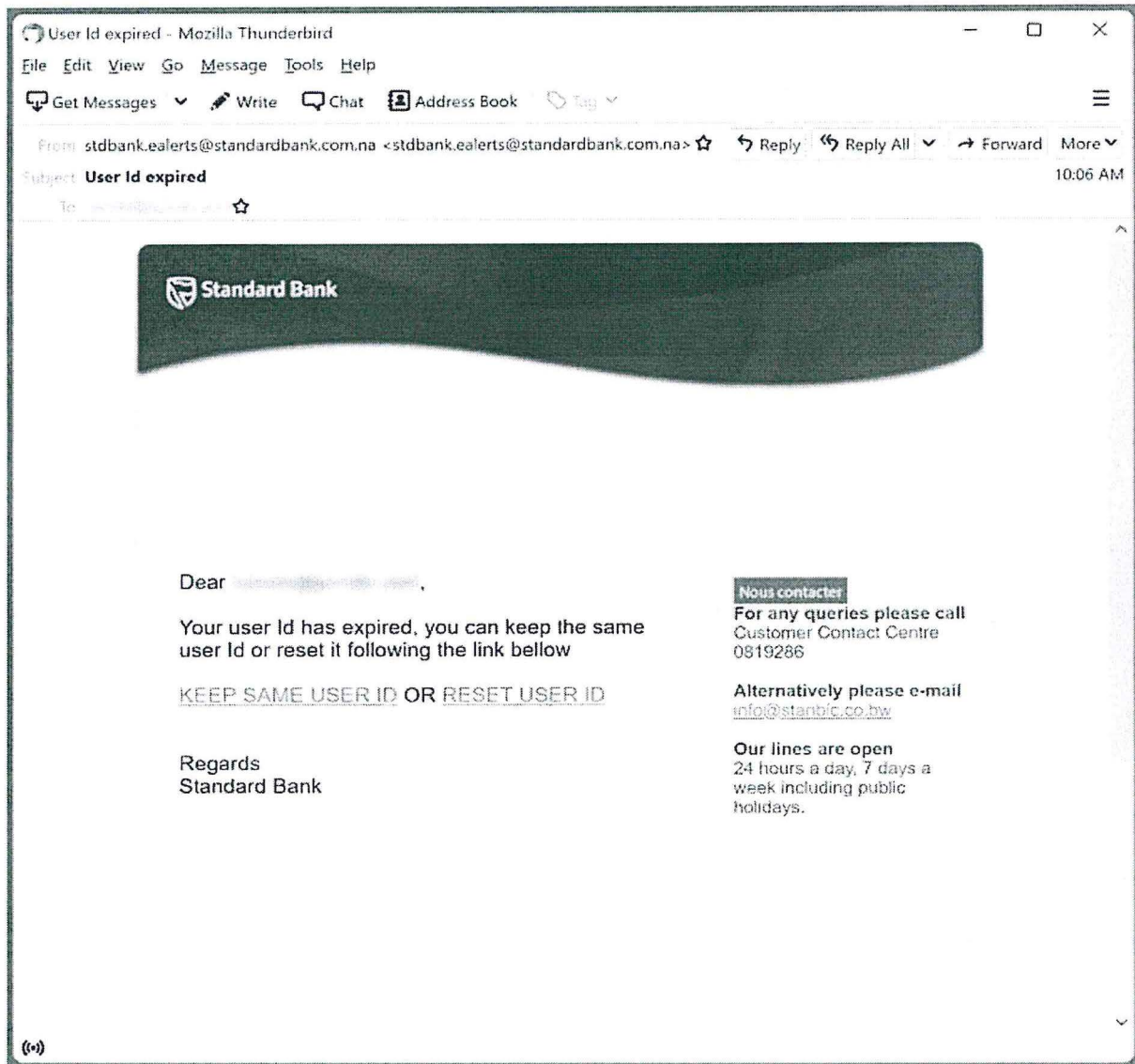
Column A	Column B
1. Unanimous	A. Beyond the authority of the meeting to consider
2. Ultra vires	B. Meeting held in private/ behind closed doors
3. In camera	C. No one speaking against
4. Nem con	D. All being in favour

Question 5

[20]

5.1 The picture below requires a certain type of digital literacy.

(12)



a) Identify the type of digital literacy required when you receive an email like the above. (2)

b) Would you categorize the email as fake or real? (1)

c) Would you click on the provided link? Motivate your answer. (2)

d) Explain the basic meaning of the literacy identified in a) (3)

e) Name one other digital literacy that could assist the literacy you named in a) and substantiate your answer. (4)

5.2 Identify and correct the subject-verb agreement errors in the following passage. Write only the error and the correction and NOT the entire passage. (2x4=8)

In the workplace, you want to present a professional image. Your outfit or suit say something about you when meeting face-to-face, and your writing represent you in your absence. Grammatical mistakes in your writing or even in speaking makes a negative impression on coworkers, clients, and potential employers. Subject-verb agreement are one of the most common errors that people make. Having a solid understanding of this concept is critical when making a good impression, and it will help ensure that your ideas are communicated clearly.

Question 6 [12]

6.1 Match the type of conflict in column A with the correct scenario in column B. Only write the correct letter next to the number, e.g. 1.D (2x4=8)

Column A	Column B
1. Different workstyle conflict	A. In a software development team, there is a conflict between two teams. The front-end developers argue that they cannot start their work until the back-end developers have completed certain components.
2. Interdependency-based conflict	B. Sarah prefers to closely supervise her team, providing detailed instructions and expecting regular check-ins. However, her colleague, Alex, values autonomy and prefers to work independently, feeling stifled by Sarah's constant oversight.
3. Diversity based conflict	C. Alex is highly extroverted, assertive, and prefers to take charge of projects. On the other hand, Sarah is more introverted, analytical, and detail-oriented. As they work together conflict arises.
4. Personality based conflict	D. The team consists of individuals from various cultural backgrounds, including Asian, Hispanic, African American, and Caucasian. As they work together, they start experiencing communication challenges.

6.2 Indicate whether the following statements are true or false.

(4)

- A. When you collaborate you accede to the other party and maintain harmony.
- B. When compromising the outcome is accepted by all and relationships are undamaged.

END OF QUESTION PAPER