



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

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION:</b> VARIOUS	
<b>QUALIFICATION CODE:</b> VARIOUS	<b>LEVEL:</b> 6
<b>COURSE CODE:</b> PCO611S	<b>COURSE NAME:</b> PROFESSIONAL COMMUNICATION
<b>SESSION:</b> JULY 2024	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Dr E. †Gawas Ms. C. Sibatani
<b>MODERATOR:</b>	Ms J. Mungenga

<b>INSTRUCTIONS</b>	
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 \_7\_ PAGES (Including this front page)**

**Question 1**

**[19]**

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

The CEO, Mr Black, of a large corporation gathers all employees in the company auditorium to announce a major restructuring plan. Following the announcement, employees engage with each other, discussing their reactions, concerns, and speculations about how the changes will affect their roles and the organization as a whole. Colleagues offer support to one another and seek clarification from managers and HR representatives regarding the implications of the restructuring on their departments and jobs.

Amidst the buzz of conversations and reactions from colleagues, Ms Crossly the Employee Wellness Officer processes her own thoughts and emotions in response to the restructuring news. Some employees may experience feelings of uncertainty, fear of job loss, or excitement about potential opportunities.

Following the announcement, the company sends out an email to all employees outlining the details of the restructuring plan, including timelines, departmental changes, and resources available for support. Additionally, the CEO conducts a live broadcast via the company's internal communication platform, addressing common questions and concerns from employees and providing additional context behind the decision-making process.

During the CEO's announcement in the auditorium, some employees nod in agreement or lean forward with interest, signalling their engagement and acceptance of the message. In contrast, others cross their arms defensively or avoid eye contact with the speaker.

- 1.1 Identify examples of the following in the scenario: (9)**
- 1.1.1 Interpersonal communication (2)
- 1.1.2 Intrapersonal communication (2)
- 1.1.3 Two examples of mass communication (2)
- 1.1.4 An example of direct written communication (1)
- 1.1.5 An example of kinesics (2)

**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 analyse your created conversation. (10)**

- \_\_\_\_\_ - \_\_\_\_\_
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- \_\_\_\_\_ - \_\_\_\_\_
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**Question 2**

**[25]**

**Read the meeting scenario and answer the questions that follow.**

A local Namibian company is hosting a business meeting with a visitor from Texas, America named Mr. Dupont, who is a Seventh-Day Adventist. Ms. Beukes from the Namibian company, is tasked with showing Mr. Dupont around and taking him to lunch.

Ms. Beukes, eager to showcase Namibian hospitality, approaches him in the staff cafeteria on the Friday afternoon with a suggestion to show him around town on Saturday. Politely, he explains to Ms. Beukes, "I appreciate your gesture, but I must adhere to my religious beliefs, tomorrow is the Sabbath for me and I cannot accompany you. Can we do it on Sunday"?

Ms. Beukes apologizes as she was not aware but also politely declines as it would be Sabbath for her on the Sunday.

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

1. \_\_\_\_\_ (1) – \_\_\_\_\_ and \_\_\_\_\_ (2)
2. \_\_\_\_\_ (1) – \_\_\_\_\_ and \_\_\_\_\_ (2)
3. \_\_\_\_\_ (1) – \_\_\_\_\_ (2)
4. \_\_\_\_\_ (1) – Ms Beukes \_\_\_\_\_ (1)  
 - Mr Dupont \_\_\_\_\_ (1)
5. \_\_\_\_\_ (1) – \_\_\_\_\_ (2)

**2.2 Write the correct barrier to effective intercultural communication next to the scenario. Only write the letter and the correct barrier next to it. e.g. B. Prejudice (2x5=10)**

- A. A coach believes that all athletes from a particular city are naturally skilled at a specific sport, overlooking the individual strengths and weaknesses of each player.
- B. A student studying abroad feels uneasy about attending a local social event because they are unsure about the customs and social norms of the host country.
- C. A family travels to a rural village in Africa and expresses disdain for the locals' diet, labelling it as primitive compared to their own dietary habits.
- D. Residents of a suburban community oppose the construction of a new cultural centre for immigrants, fearing that it will increase traffic and lower property values in the area.



E. During a meeting, the Japanese team presents their proposal for a joint project. However, the Brazilian team struggles to understand the details because they don't speak Japanese fluently, and the Japanese team doesn't speak Portuguese.

**Question 3** **[19]**

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

3.1 "You shouldn't believe in democracy because it originated in ancient Greece, and their society had slavery."

- A – Hasty generalization
- B – Post Hoc
- C – Ad hominem
- D – Genetic fallacy

b) \_\_\_\_\_ ✓✓

3.2 During a political debate, Candidate A is asked about their stance on healthcare reform. Instead of directly addressing the question, Candidate A starts talking about the opponent's foreign policy record, attempting to distract the audience from the original question.

- A) Appeal to Ignorance
- B) False Cause
- C) Red Herring
- D) Ad Hominem

b) \_\_\_\_\_ ✓✓

3.3 "Sure, cheating on a test is dishonest, but so is exaggerating on a resume. They're both forms of deception, so they're equally morally questionable."

- A – Moral equivalence
- B – Post Hoc
- C – Weak analogy
- D – Ad hominem

b) \_\_\_\_\_ ✓✓

3.4 "This medicine is effective because it works."

- A – Hasty generalization
- B – Post Hoc
- C – Circular Argument
- D – Appeal to ignorance

b) \_\_\_\_\_ ✓✓

3.5 "Cars are like bicycles; both have wheels and handlebars, so if bicycles can be ridden safely without a helmet, cars should be too."

A – Red Herring

B – Weak analogy

C – Moral equivalence

D – Appeal to pity

b) \_\_\_\_\_ √√

**3.5 State whether the following syllogisms are valid or invalid. (2x2=4)**

3.5.1 Major Premise: Most people I know who smoke live long lives.

Minor Premise: John smokes.

Conclusion: Therefore, John will live a long life.

3.5.2 Major Premise: All diseases are harmful to health.

Minor Premise: Cancer is a disease.

Conclusion: Therefore, cancer is harmful to health.

**Question 4 [10]**

**4.1 Write the correct type of meeting next to the appropriate scenario. Only write the letter and the correct type of meeting next to it. e.g. B. Team-building meeting (2x5=10)**

A. A software development team is tasked with selecting a new programming framework for an upcoming project.

B. A marketing agency is brainstorming ideas for a new advertising campaign for a client's product launch.

C. A quarterly review meeting is held to update all departments on the company's financial performance and strategic goals.

D. A multinational corporation conducts a Zoom team-building session for employees working remotely across different time zones.

E. A sales team is experiencing a slump in performance, and a motivational meeting is organized to boost morale and reignite motivation.

**Question 5**

**[16]**

**5.1 Identify and correct the grammar errors in the following passage. Write only the error and the correction and NOT the entire passage. (2x6=12)**

The hypothesis can be tested through a series of experiments, with data collected and analyzed for draw conclusions. The results indicate a significant correlation between variables, supporting the initials hypothesis. However, further research are needed to confirm this findings and explore potential limitations. Additionally, alternative explanation should be considered to ensure the validity of the results. Nevertheless, this study provides valuable insights into the field and lays the groundwork for future investigations.

**5.2 What are the four (4) benefits of the online formats?**

**(4)**

**Question 6**

**[12]**

**6.1 Choose the correct type of conflict from the box for the scenarios below. Only write the letter and the correct type of conflict next to it. e.g. B. Personality-based (2x4=8)**

<i>Different workstyle conflict</i>	<i>Diversity-based conflict</i>
<i>Interdependency-based conflict</i>	
<i>Personality-based conflict</i>	<i>Difference in Leadership conflict</i>

A. Alex meticulously plans each campaign, mapping out every detail weeks in advance. Maya, however, prefers to let her creativity flow, often making impromptu changes to campaigns based on inspiration.

B. James, the software developer, frequently requests system updates and changes to accommodate his software developments, while Emily, the system administrator, struggles to keep up with the workload. Their conflict intensifies when James's urgent requests disrupt Emily's scheduled maintenance, causing system downtime.

C. In the vibrant marketing team, diversity brings both strength and conflict. Maria, with her extensive international experience, and Chris, a local marketing expert, clash over campaign strategies for a global product launch. Maria advocates for culturally nuanced approaches, drawing on her diverse background, while Chris favours a standardized, one-size-fits-all approach.

D. Alex, the extroverted sales manager, and Emma, the introverted sales representative, face off during team meetings, where Alex dominates discussions and pushes for bold, aggressive

sales strategies, leaving Emma feeling overshadowed and unheard. Emma's reserved nature clashes with Alex's assertiveness, leading to misunderstandings and tension within the team.

**6.2 Name the conflict resolution strategy that is employed (4)**

6.2.1. when the two parties cannot solve their conflict.

6.2.2 when the strategy identified in 6.2.1 fails, parties can use this strategy instead of going to court.

**END OF QUESTION PAPER**