



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION

QUALIFICATION : BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BCMM	LEVEL: 5
COURSE CODE: OCO521S	COURSE NAME: ORGANISATIONAL COMMUNICATION
SESSION: JANUARY/FEBRUARY 2023	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 50 [CONVERTED TO 100]

SECOND OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	DR M. MHENE MS N. NANGOMBE
MODERATOR:	DR. N. MPOFU

INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer TWO questions.2. Each essay must be 600 words3. Write clearly and neatly.4. Number the answers clearly.	

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

Answer TWO questions only

Question 1

(25 marks)

Discuss the three major factors that determine the flow and quality of communication in organisations. .

Question 2

(25 marks)

Identify **five** levels of communication in organisations **and** explain participants who may communicate at each level including types of messages they produce and the purpose(s) of such messages.

Question 3

(25 marks)

What is the Critical Theory? Explain how it influences business communication in Namibia.

Question 4

(25 marks)

Discuss the possibilities **and** the challenges brought by technology to organisational communication.

TOTAL: (50marks)

End of question paper