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
DATE: NOVEMBER 2024	**PAPER:** THEORY
DURATION: 3 HOURS	**MARKS:** 100

FIRST OPPORTUNITY EXAMINATION	
EXAMINERS:	Dr 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 QUESTION PAPER CONSISTS OF 6 PAGES (INCLUDING THIS FRONT PAGE)

ANSWER ALL THE QUESTIONS.

Read the following scenario and answer Question 1 and Question 2 based on it.

1. Regina was very excited to receive the email that informed her that she was accepted as one of the interns at Deloitte for 2024. It had always been her dream to work at Deloitte and this opportunity opened doors for her dream to come true. The only problem was that the company was sending her to their office in Japan. Although she was assured that English was the medium of communication where she was going, she was not sure whether this was enough to get her around since as a born and bred Namibian, she had never had exposure outside Namibia. Nonetheless, she did not let this discourage her to take up the challenge. Travelling arrangement were made and Regina reached her destination safe and sound.

2. On her first day of reporting for work, she realized that there were four other interns from Africa. Two were from south Africa, one from Botswana and the other one from Zambia. This brought a bit of comfort to her because culturally, she could relate with them. The five interns were added to the office's WhatsApp group as soon as they arrived. The managing director called for a meeting in the boardroom to welcome all the five interns. "Welcome!" he said with a high pinched voice. In the welcoming remarks he stated, "Our Core Business Operations team supports the heart of your business through transformation of existing technology platforms to drive innovation, improve financial performance, and accelerate speed to market". The interns looked at each other and wicked, proud to be part of such a vision. As the managing director continued with his welcoming remarks, the interns showed their involvement by nodding to what he was saying. They also raised their hands to ask questions where they needed clarity. Regina looked around and, in her heart, she thanked God for the opportunity. After the welcoming, the five interns felt at home and were assigned to one Japanese colleague to show them around town. Although at the beginning it was difficult for the interns to understand the Chinese colleague's accent and tone, they easily adjusted and never misunderstood a word.

Question 1 **[10]**

Using Laswell's communication model, analyse paragraph 2 of the extract above by stating and answering all pertinent questions.

Question 2 **[25]**

2.1 Give specific examples of the following types of communication from the extract above. **(10)**

2.1.1 Interpersonal communication (2)

2.1.2. Intrapersonal communication (2)

2.1.3 Mass communication (2)

2.1.4 Acoustic semiology (2)

2.1.5 Kinesics (2)

2.2. According to Keirsey's Four Temperaments,

2.2.1 which category would you place the managing director? (1)

2.2.2 Motivate your answer in 2.2.1. (2)

2.3 In the case of the five interns from Africa, state any five strategies of effective communication they were supposed to use in their new environment. **(10)**

2.4. According to intercultural communication, identify the interconnected contexts based on the passage above. **(2)**

2.4.1 Cultural context (1)

2.4.2 Environmental (1)

Question 3 **[10]**

Match each fallacy below to the correct scenarios, for example A=1. **(2x5=10)**

A	**Appeal to authority**	1. On the issue of polygamy that was tabled in the Namibian parliament, it was stated that since polygamy is not recognised by law, then all kinds of marriages should not be recognised.
B	**Red herring**	2. The minister of education proposed to open another university to accommodate all the grade 11 students. This proposal was not accepted

		by the majority of the citizens, but the president supported the minister as a result, the university has been approved and will be built in 2025.
C	**Slippery slope**	3. All the students who consulted the writing unit for assistance passes their exams very well. This means that all NUST students must be forced to go the writing unit in order to perform well in exams.
D	**Ad hominem**	4. Employees complain about not being given enough leave days per year. The company comer responds by saying that oner a couple of years, the company's sales have increased due to the hard work everyone is putting in.
E	**Hasty generalization**	5. The employees failed to deliver on time this month because of their university qualifications which are not at par with their job positions.

Question 4 **[15]**

4.1 Identify and match suitable type of meeting for the following scenarios. (5x2=10)

A. Decision making meeting	1. Due to budget cuts, the stakeholders need to hold a meeting to determine how to downsize the number of employees.
B. Motivational meeting	2. You need to organise a boat trip for your employees to educate them about the benefits and advantages the company offers.
C. Creative meeting	3. At the beginning tof the year, the Deam call a meeeting for all the academic staff to discuss ways to improve students' turn up for lessons.
D. Virtual meeting	4. You need to meet with a government representative to discuss a tender document, but he is out of office due to covid. As a result, you suggest organising a zoom meeting which turns out to be effective.
E. Informational meeting	5. You work at an international investment bank, and you need to meet with managers of branches all over the world to decide on which investment products the bank wants to target in the next financial year.

4.2. Explain the following terminologies used in meetings. **(5)**

4.2.1 Agenda

4.2.2 Committee

4.2.3 Convene

4.2.4 Eject

4.2.5 Motion

Question 5 **[10]**

5.1 Conducting an effective meeting can be a daunting task that requires careful consideration. List any steps that should be observed in order for the meeting to be well organised and effective **(5)**

5.2 There are several ways in which technology can enhance communication in a professional workplace. Explain the use of the following technologies for effective office communication. Give an example of each one of them. **(5)**

5.2.1 Email

5.2.2 Web-content

5.2.3 Social networks

5.2.4 Wikis

5.2.5 Video chat and conferencing

Question 6 **[25]**

6.1 Discuss any five negative impacts of conflict in the workplace. **(2x5=10)**

6.2 Conflict can be treated as a series of events occurring in stages. Discuss what each of the following stages entails. **(2x5=10)**

6.2.1 Latent conflict

6.2.2 Perceived conflict

6.2.3 Felt Stage

6.2.4 Manifest Stage

6.2.5 Conflict aftermath

6.3 According to the Thomas Kilmann modes, conflict can be managed in different styles. Read the scenario below and identify the type of conflict. Then, state its advantage and the outcome. **(5)**

You have realised that your supervisor has been favouring one of your colleagues by giving her lighter tasks and also giving her longer lunch breaks. This matter bothers you but for the sake of peace, you decide to keep quiet about it.

6.3.1 Type (1)

6.3.2 Disadvantage (2)

6.3.3 What outcome does it have? (2)

Question 7 **[5]**

Good language usage is commended in professional work environments. Identify and choose the correct suitable professional expression from the words in brackets.

1. I am afraid we will have to (put off/postpone) tomorrow's meeting.
2. I hope that staff will not find the new shift working timetable (too inconvenient/too much of a pain)
3. We will need to examine the situation, in order to (scope out/ establish) what can be done to rectify it.
4. This offer of employment is made subject to the provision of (satisfactory/awesome) references.
5. (Dear sir/ Dear Mr Patel), Thank you for your recent enquiry regarding our services.

-END OF QUESTION PAPER-