

**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCE 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> JAN 2023	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

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

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li></ol>

**PERMISSIBLE MATERIALS**

1. Examination paper
2. Examination script

**THIS MEMORANDUM CONSISTS OF \_5\_ PAGES (Including this front page)**

## Question 1

[18]

Read the workplace scenario below and answer the questions that follow.

Chris has been sent urgently to China to negotiate on behalf of his company. He has not had much time to prepare but is nevertheless eager because he has always performed well when it comes to negotiations. Before he leaves, his boss hands him an envelope saying he should read the document before he starts to engage with the Chinese. However, on the morning that he leaves, he forgets the unopened envelope at home. The document had the following information:

*\*Chinese people prefer a gentler handshake as opposed to the firm grip of the west.*

*\*Learn basic Chinese, a few simple words will improve your communication and business negotiation.*

*\*It's considered rude to point with your finger —instead, point with an open hand.*

*\*Before turning to serious talks or negotiations, it's customary to start with smalltalk. Your business partners may ask about your journey, your opinion about China, Chinese cities you've visited, or your experience with Chinese people and food. Have a casual answer prepared not to be caught off guard!*

Upon his arrival in Beijing at the meeting venue, Chris gives the Chinese delegation firm handshakes which are met with frowns. The business meeting then commences. The Chinese are predictably dragging out business negotiations by asking about his flight and what he thinks of Chinese food. These in his opinion are minor details that he has no desire to engage about. After 30 minutes of deliberations, they break for tea and to his annoyance, the Chinese engage in Mandarin whilst having tea. Chris thinks that they are using a tactic in which they deliberately drag the negotiations and knowing about this Chinese tactic he is tempted to just tell them he knows what they are doing and that he is sick of Chinese mind games. He thinks their tactic is outdated and wonders why they cannot do things like Americans – they are efficient and get things done fast. He wants to tell them they should just make a final offer one way or another. He points to the meeting convener to ask him what the hold-up is. This gesture from Chris seems to deepen the frowns on the Chinese faces.

1.1 Identify examples of the following in the text above:

1.1.1 Verbal communication (2)

1.1.2 Nonverbal communication (2)

1.2 What does the nonverbal communication you identified in 1.1.2 mean? (2)

1.3 Provide an alternative name under visual semiology for the nonverbal communication you named in 1.1.2 (2)

1.4 Using Lasswell's communication model, create a fictional act of communication in which a manager communicates with his employees in a business set-up. Remember your communication must state and answer all the pertinent questions according to Lasswell. (10)

**Question 2 [26]**

2.1 Name and explain the two most relevant benefits of intercultural communication in the scenario above. (2x4=8)

2.2 Identify two barriers to effective intercultural communication in the scenario above. Quote examples from the text to substantiate your answers. (2x4=8)

2.3 Outline and explain three strategies for international workplaces that Chris was not aware of because of his failure to read the document his boss gave him. (3x2=6)

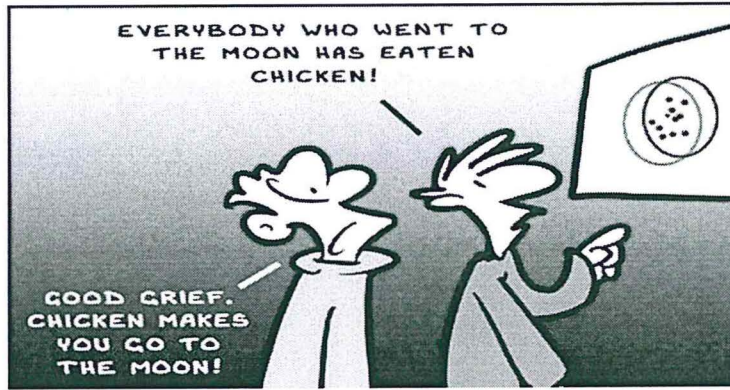
2.4 There are five interconnected contexts in intercultural communication. Name the cultural and environmental context of the scenario above. (2x2=4)

**Question 3 [15]**

3.1 A notice forms part of the meeting documents and gives members an opportunity to apologize in advance if they are unable to attend the meeting. Create a *notice without an agenda on a company letterhead* in which you invite board members to a meeting.

**Question 4 [12]**

The following pictures are examples of fallacies. Answer the following questions with regard to each picture. (Award marks even if the named fallacy was wrong but the explanations were correct). (6x2=12)



[https://studiousguy.com/fallacy-examples-in-real-life/#8\\_](https://studiousguy.com/fallacy-examples-in-real-life/#8_)

- 4.1 (i) Identify the fallacy in the image above (2)
- (ii) Define the fallacy you identified in i). (2)
- (iii) Explain the fallacy as portrayed in the image above (2)



<https://www.thoughtco.com/what-is-a-.../...-1690851>

- 4.2 (i) Identify the fallacy in the image above (2)
- (ii) Define the fallacy you identified in i). (2)
- (iii) Explain the fallacy as portrayed in the image above (2)

**Question 5** **[17]**

5.1 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 (2x5=10)

Column A	Column B
1. Reproduction literacy	A. You are busy preparing a brochure which the Board of Directors needs for their next meeting. You don't have much time and access multiple sites simultaneously.

2. Branching literacy	<b>B.</b> You are not really familiar with new software and rely heavily on the pictures to guide you on how to use the software.
3. Photo-visual literacy	<b>C.</b> Gaming has become an interesting highly profitable career. These people need to think quickly and access and work with high volumes of information to ensure their success.
4. Socio-emotional literacy	<b>D.</b> You are designing a poster for the company. To save time you have decided to use a previous poster, making a few changes to create a new poster.
5. Real-time thinking	<b>E.</b> Cyberbullying is real! The effects can be catastrophic. Online users must know how to protect themselves in online environments.

5.2 Identify the spelling and grammatical mistakes in the following paragraph and rewrite ONLY the wrong word and your correction thereof. E.g. braek – break. (7)

It is important to use corect english grammar in a virtual environment since your work, e.g. email can be send to a very wide audeince. Some readers might be lenient towards your grammar erors while others might judge you quiet harshly. It is important to know your specific areas of weakness and to use the various technology tools to improve your language skils.

**Question 6 [12]**

6.1 Describe a conflict situation you encountered with a fellow student or colleague. Your description should outline the 5 stages of conflict by providing an explanation for each stage. (2x5=10)

6.2 Name the type of conflict experienced by Chris and the Chinese in the scenario in question 1. (2)

**END OF QUESTION PAPER**