



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: JANUARY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND 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

Question 1

Create a communication scenario, then, use Lasswell's communication model to analyse your communication by stating and answering all applicable questions. [12]

(5marks for the questions)

(5 marks for the statements)

(2marks for the communication)

Question 2 [12]

Read the scenario below and answer the questions that follow. [10]

In a briefing meeting, the company owner, Mr. Smith and his deputy, Mr. Siyabonga decided to have an emergency company meeting to address the issue of the containers which were shipped to the wrong address. As a leader, Mr. Smith, was emotionally invested in his job and acted on such matters promptly. His charismatic and inspirational leadership made him involved in everything even if it was not necessarily his role to play. It came to Mr. Smith's attention that the containers which were supposed to be transported to China were wrongly addressed to Italy. Therefore, he quickly contacted the logistic team via MS Teams to join an urgent meeting which he had already started. Everyone responded promptly and joined the meeting. In the meeting, Mr. Smith informed everyone about the error and suggested that the matter should be rectified as soon as possible before the container arrives at the next destination. The head of logistics wondered how this mistake could have happened, and he could be seen on his camera as he buried his face in his hand. He was very apologetic about the error and assured Mr. Smith that the matter would be attended to ASAP. Mr. Smith realised how bad the head of logistics felt, and softly told him that he understood and that he trusted the error would be rectified. He gave a gentle grin and dismissed the attendees from the meeting.

2.1 Give specific examples of the following types of communication from the text. [12]

- 2.1.1 Interpersonal communication (2)
- 2.1.2. Intrapersonal communication (2)
- 2.1.3 Mass communication (2)

2.1.5 Acoustic semiology (2)

2.1.6 Kinesics (2)

2.2. According to Keirsey's Four Temperaments,

2.2.1 Name the category that identified Mr Smith? (1)

2.2.2 and explain the reason for your answer in 2.2.1. (1)

Question 3 [20]

3.1 Identify and match suitable type of meeting for the following scenarios. (2x5=10)

Name the type of meeting of each of the scenarios below:

1. Decision making meeting	A. The Vice chancellor plans to meet the minister of education to discuss the new upgrades the institutions plan to invest in.
2. Informational meeting	B. Over the weekend, you receive an email to inform you that health impactors will be visiting your office on Monday. You decide to have a zoom meeting with your staff to plan ahead of the event.
3. Virtual meeting	C. You are an advertising agency, and you need to have a meeting to decide on what sort of campaign you need to launch new kapana stands in city centre.
4. Creative meeting	D. The manager calls for a team building meeting to show the staff that the company cares for its employees.
5. Motivational meeting	E. The manager calls a meeting to discuss the staff's salary increment.

3.2 Explain the meaning of the following terminologies used in meetings (10)

3.2.1 Quorum

3.2.2 Table

3.2.3. AGM

3.2.4 Consensus

3.2.5 Adjourn

Question 4

[20]

4.1 With the view that formats are more preferred to use in business printed or online formats, list five (5) advantages of using online formats. (10)

4.2 Which five of the following technologies are used to enhance communication in a workplace? (10)

- Television
- FM Radio
- Wikis
- Documentaries
- Email
- Podcasting
- Gamming
- Web-content
- Video conferencing
- Brochures

Question 5

[15]

5.1 Name five negative impacts of conflict in the workplace. (2x5=10)

5.2 When conflict happens, it can be treated as a series of events occurring in stages. List these five stages (5)

Question 6

[10]

Match each fallacy below the correct scenarios, for example A=1.

(2x6=10)

- A Ad hominem
- B Red herring
- C False analogy
- D Hasty generalization
- E Slippery slope

- 1 There is no difference between medical doctors and PhD doctors because they are both referred to as doctors.
- 2 Namibia was considering introducing a four-day workweek which would improve the Namibian economy because employees would be motivated and more productivity at their tasks.
- 3 Messi is a renowned football player, but he never went for any football training. This means that training is not a determiner of whether one will be a successful football player.
- 4 During a motor mechanic job interview, interviewee number three performed exceptionally well but one of the interviewers suggested that he would not be the right candidate for the job because he was once convicted of drug related crime.
- 5 Mrs Maria complained about not been given a salary raise in over 10 years where the manager replied by saying that "it is, indeed, the company works very hard to produce the best products and to ensure the best customer service".

Question 7

[5]

Compiling a compelling curriculum vitae can determine of whether you get called for an interview or not. List five components of a CV.

(5)

Question 8

[6]

Good language usage is commended in professional work environments. Identify and choose the correct answers of the words in brackets.

Boss	work	office	lay off	employees	team
------	------	--------	---------	-----------	------

It is 9:00 a.m. on Monday. Emily arrives at her _____(A) to meet with her _____(B), Ms. James. "Emily, we are very happy with your _____(C). You are a valuable member of our _____(D)."

"Thank you, Ms. James." Emily is pleased with the compliment.

"I am sorry to say that we are forced to _____(E) two _____(F)and unfortunately, we are going to have to let you go."

Emily is shocked. "What? Why?"

"I'm sorry, Emily. It's nothing personal. We are just downsizing, and we need to reduce our expenses."

END OF QUESTION PAPER