



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: VARIOUS	
QUALIFICATION CODE: VARIOUS	LEVEL: 6
COURSE CODE: PCO611S	COURSE NAME: PROFESSIONAL COMMUNICATION
SESSION: JAN 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SUPPLEMENTARY / SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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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 MEMORANDUM CONSISTS OF _8_ PAGES (Including this front page)

Read the scenario below and answer the questions that follow.

A team meeting about diversity

Georgina: As you know, our team has grown a lot in the past year and we feel we need to address the diversity in the team.

Brenda: How do you mean, 'address the diversity'? I never thought that was a problem we here in America where English is widely spoken.

Georgina: Well, there is more to diversity than getting along Brenda. We all know that diversity in teams is a good thing, but it can also be a challenge for some people to respect and value people's differences. We've got a really diverse team here – people of different nationalities, backgrounds, religions, ages ... and sometimes I don't feel we make the most of this.

Antonio: Yes, and even if it isn't specifically challenging, many people are simply unaware of the isolation that some team members may feel because they are different. As an Italian with a background of working in diverse environments, I feel people like me would benefit from such an initiative.

Brenda: So, what does this mean? What are we going to do? This was a long time overdue, she mumbled to herself.

Georgina: Well, we need to create a workplace charter. You know, one that promotes equality, diversity and inclusion.

Brenda: That sounds like a good idea. But will people just see it as something the management team has created? Maybe they won't even pay attention to it.

Georgina: I know. That's why we're going to involve everyone in creating it.

Antonio: That's a good idea, he stated with a thumbs up. We could run some workshops and get ideas from the employees about how we can create a more inclusive workplace.

Georgina: Exactly. I was thinking that before that we could run some team-building sessions so they can experience the value of diversity for themselves.

Brenda: Yes, I like that. Many people see diversity as something negative, often because there are different opinions or ways of doing things.

Georgina: Yes, I know, but if there's no diversity, then the risk is that we all work in the same way, think the same and see the world the same. This makes it hard to be creative and to innovate.

Antonio: I completely agree, **Georgina**. OK. So, what do you want us to do,? He enthusiastically stood up to show readiness to start.

Georgina: **Antonio**, can you look for a successful trainer who specialises in running workshops and team-building sessions on diversity and inclusion? She responded with a smile of appreciation.

Antonio: Certo Geogina, he expressed in Italian. Pardon me, I mean sure. I'll be happy to.

Georgina: And Brenda, can you find a fun venue? Somewhere that is quite diverse itself. Something that's not the usual seminar-style environment?

Brenda: Sure. That'll be fun.

Georgina: And I'm going to do some further research into how other organisations are benefiting from their diversity. I can share this with the whole team.

Adapted from: <https://learnenglish.britishcouncil.org/skills>

QUESTION 1 **[16]**

1.1 Using Lasswell's communication model, analyse the first conversation in the scenario. Your analysis must answer all the pertinent questions according to Lasswell. **(5)**

- Who?
- Says What?
- In Which Channel?
- To Whom?
- With what effect?

1.2 Identify the following in the meeting scenario:

- 1.2.1 Interpersonal communication **(2)**
1.2.2 Intrapersonal communication **(2)**
1.2.3 Which non-verbal cue in the scenario indicates that the Antonio was in agreement. **(2)**
1.2.4 Using Keirsey's personality types, categorize Georgina by selecting the appropriate personality type. **(2)**
- A. Artisans
B. Guardians
C. Idealists
D. Rationals

1.3 There are benefits of good communication skills. Name and explain one benefit of the communication reflected in the passage **(3)**

QUESTION 2 **[10]**

2.1 Based on the scenario above, identify different interconnected contexts in intercultural communication by answering the following questions.

- 2.1.1 Cultural contexts in the scenario **(2)**
2.1.2 Micro-cultural context in the scenario that does not relate to culture. **(2)**
2.1.3 Name the environmental context where the reported occurrences took place. **(2)**

2.2 Name and explain one barrier to intercultural communication in the scenario. **(2)**

2.3 There are responses for different listening situation. What type of response is reflected in the

response below?

(2)

Brenda: So, what does this mean? What are we going to do?

QUESTION 3

[10]

3.1 Match the type of meeting with the suitable scenario description:

(2x5=10)

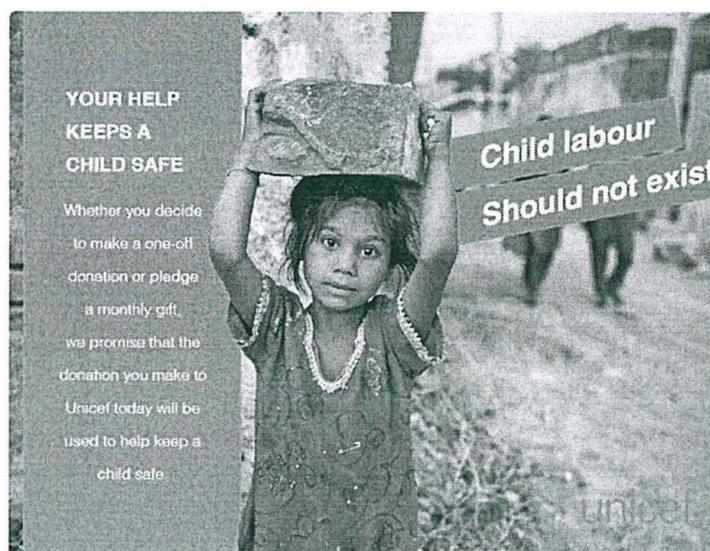
Type of Meeting	Description
1. Decision-making meeting	A. The VC is planning an outing for all the staff member before the academic year officially commences.
2. Creative meeting	B. The manager has travelled abroad for a work conference but urgently wants to have a meeting with his team back home.
3. Virtual meeting	C. Sales representatives plan to have a meeting to discuss possibilities of introducing new ideas and new products to increase their sales.
4. Motivational meeting	D. The project manager plans a meeting with the board to brief them on the new company policies to be effected in the company.
5. Information meeting	E. The management team decided to have a meeting to discuss strategies on cutting down cost on printing study guides and other documents.

QUESTION 4

[16]

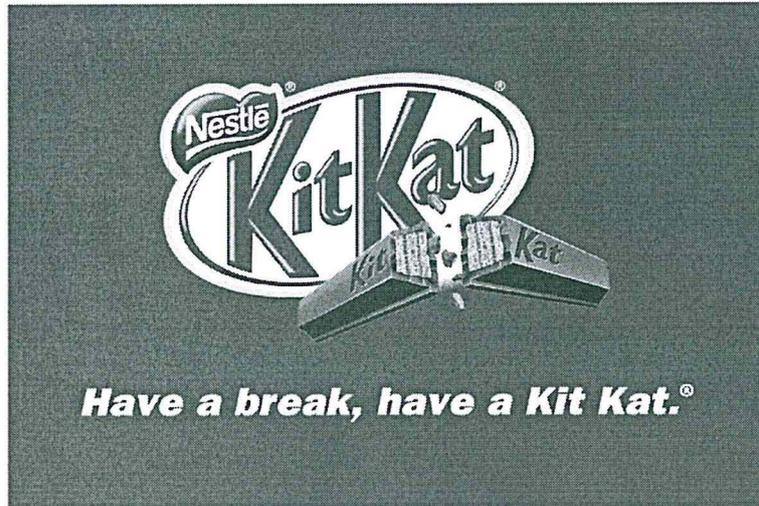
The following pictures are examples of fallacies.

4.1 Study the image below and answer the questions that follow.



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

4.2 Study the image below and answer the following questions.



<https://assets.website-files.com/6424429265b407347cfb>

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

4.3 State whether the following syllogisms are valid or invalid: (4)

4.3.1 All politicians are untrustworthy because the they are not truthful.
 Truthful people are untrustworthy
 Therefore politician are people who are not truthful.

4.3.2 All politicians are untruthful.
 People who are untruthful are not to be trusted.
 Therefore, politicians are people who cannot be trusted.

Question 5 [12]

Each picture below represents a type of digital literacy.

5.1 Study the image below and answer the following questions.

- a) Identify the type of digital literacy in the image below. (2)
- b) Explain the basic meaning. (2)
- c) Give a brief explanation of the literacy with reference to the picture. (2)



How can we help you?

Dear Client,

This is your official notification that the service(s) listed below will be deactivated and deleted if not renewed immediately. Previous notifications have been sent to the billing contact assigned to your account.

As the primary contact, you must renew the service(s) listed below:

SERVICE: FNB Online Banking services.

What you need to do:

1. Log in to your account at www.fnb.co.za, by clicking the URL.
2. Enter your user ID and Password
3. Enter the requested information and your FNB Online Banking services will be renewed.

Please do not reply to this message. For questions, please call Customer Service at the number on the back of your card. We are available 24 hours a day, 7 days a week.

Sincerely,

Carter Franke

Carter Franke
Chief Marketing Officer

© 2009 First National Bank



5.2 Study the image above and answer the following questions.

- a) Identify the type of digital literacy in the image above. (2)
- b) Explain the basic meaning. (2)
- c) Give a brief explanation of the literacy with reference to the picture. (2)

Question 6

[14]

The Thomas-Kilmann Conflict Mode Instrument (TKI) assesses an individual's behaviour in conflict situations.

6.1 Name the two dimensions of Kilmann along which a person's behaviour can be described. (2x2=4)

6.2 Read the following scenarios and categorize each in the appropriate Kilmann conflict mode. Write only the letter and the mode. (2x5=10)

- A. If someone was talking about an issue at work with someone and an argument started, the first person would switch topics or leave.
- B. If a co-worker has to skip work due to unavoidable circumstance, the person would agree to cover their shift even if they are not friends with their co-worker.
- C. A person gets too defensive about their ideas or opinions and becomes argumentative when facing objections or disagreements.
- D. If a person is offended by an idea but can see that there are implications for other people, then the person will work with them to come up with alternative solutions that are mutually agreed upon.
- E. After arguing for several days, you suggest to your partner that you ask the client for a one-week extension on the deadline and ask your crews to work additional hours only three days a week instead of five.

Question 7

[17]

Read the text and answer the questions that follow:

Mr Brutus and Mr Shaka work for a transport company called *The King*. Their day-to-day work involves loading goods onto trucks, transporting them to designated destinations and offloading the goods. **Mr Shaka has silently observed that he actually does most of the hard labour of loading and offloading because Mr Brutus always just stand next to the truck and takes counts of the goods that are being loaded.** This has resulted in the customers complaining because goods are not delivered on time, because they often only receive their goods the following day. Mr Shaka mentioned his unhappiness, in passing, to Mr Mvelase, a colleague that works as an office administrator. He told him how he has developed a constant back-ache because he does all the work and that he thinks Brutus is lazy. After two weeks, Mr Mvelase asked him if he had addressed the issue with Mr Brutus, but he responded that it would lead to an argument which he would rather avoid. Without telling Mr Shaka, Mr Mvelase decided to speak to Mr Brutus about the situation. Mr Brutus laughed and informed him that he thought Mr Shaka was just hard-working and he did not want to discourage him. Henceforth, Brutus does not speak to Shaka because he feels Shaka reported him but does his part of loading and offloading quietly.

7.1 Match the conflict stage with the appropriate example from the text:

(5)

Conflict stage	Example
1. Latent conflict	A. Shaka has observed that he does most of the work alone and this causes delays.
2. Perceived conflict	B. Shaka experiences backache.
3. Felt conflict	C. Shaka tells Mvelase that he thinks Brutus is lazy.
4. Manifested conflict	D. Mvelase told Brutus what Shaka said and Brutus starting doing his part of the work.
5. Conflict aftermath	E. Brutus lets Shaka do all the work.

7.2 Provide an example from the text for the following five (5) negative effects of conflict in the workplace as described in the scenario above.

(10)

1. High stress among workers
2. Low productivity
3. Time wastage
4. Negative interpersonal relationships
5. Expensive for organisation

7.3 Read the sentence highlighted in bold in the paragraph and correct the two grammatical errors in it. Do not rewrite the sentence. Only write the incorrect word and the corrected version.

(2)

Question 8

[5]

Imagine you are busy compiling your CV and your lecturer has agreed that you may add him/her as a reference. Illustrate how you would list her as a reference on your CV.

END OF QUESTION PAPER