



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF COMMUNICATION**

<b>QUALIFICATION : BACHELOR OF COMMUNICATION</b>	
<b>QUALIFICATION CODE: 07BACO</b>	<b>LEVEL: 7</b>
<b>COURSE NAME: MANAGEMENT COMMUNICATION</b>	<b>COURSE CODE: MCO721S</b>
<b>DATE: November 2022</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 75</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	<b>MS N. NANGOMBE (DI)</b>
<b>MODERATOR:</b>	<b>PROF. J. KANGIRA</b>

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

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

**ANSWER THREE QUESTIONS ONLY**

**QUESTION 1**

**[25]**

Using an organisation of your choice, identify and describe the organisation's internal and external stakeholders (at least five). Explain how the organisation communicates with those stakeholders and why you think they are important to that particular organisation.

**QUESTION 2**

**[25]**

You are the Senior Communication Manager of a certain organisation and you have noted with concern, the increasing number of employees turnover within the organization. In order to improve the situation, you decided to do empirical research to find answers to the problem. Describe fully, the steps that you will follow in undertaking the research process and justify your actions. In your answer, you need to specify the actual issue (problem) that you want to investigate and the objectives that you wish to fulfil as well as the methodological aspect of your research.

**QUESTION 3**

Rapid technological advancement has resulted in new ethical issues that are relevant to leadership of an organisation, specifically, ethical issues concerning privacy and the balance of organisation interest." In view of this statement, and using the relevant examples, define the concept of organisational ethics and how do you go about building an ethical organisation?

**QUESTION 4**

Deliberate on any five (5) aspects to remember when you are writing for a business audience. Refer to those aspects that are applicable to any organisation of your choice and infuse practical examples to support your answer.

**TOTAL = 75 Marks**

**END OF EXAMINATION**