



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<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 2023</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 75</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER</b>	MS N. NANGOMBE
<b>MODERATOR</b>	PROF. J. KANGIRA

<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**

The Ministry of Education, Arts, and Culture (MoEAC) is working on the National Teaching Professional Act. One of the primary responsibilities is to organise regional and national stakeholder consultation meetings. Identify and describe at least five internal and external stakeholders for the MoEAC. Explain how the MoEAC communicates with those stakeholders and why you believe they are important to participate in the crucial consultation meeting for the establishment of the Act. **[25 Marks]**

**QUESTION 2**

Using relevant examples, discuss the concept of organisational change and the reasons for organisational change **[25 Marks]**

**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? **[25 Marks]**

**QUESTION 4**

Discuss 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 incorporate real examples to support your answer. **[25 Marks]**

**TOTAL = 75 Marks**

**END OF EXAMINATION**