



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION

QUALIFICATION : BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 7
COURSE NAME: MANAGEMENT COMMUNICATION	COURSE CODE: MCO721S
DATE: January/February 2023	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MS N. NANGOMBE (DI)
MODERATOR:	PROF. J. KANGIRA

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

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

ANSWER THREE QUESTIONS ONLY

QUESTION 1

[25]

By making use of an organization of your choice, critically analyse the basic elements of an organisational communication programme.

QUESTION 2

[25]

Using relevant examples, discuss the concepts of organizational vision and mission. In your responses, focus on the following:

- a) Vision and mission statement
- b) Why vision and mission statement
- c) What makes a good vision and mission?
- d) Developing vision and mission statement
- e) Benefits of having a clear vision and mission

QUESTION 3

[25]

“Key stakeholders can make or break the success of a project. Even if all the deliverables are met and the objectives are satisfied, if your key stakeholders aren’t happy, nobody’s happy”- *Anonymous*.

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 4

[25]

Using relevant examples, discuss the concept of organisational change and the reasons for organisational change

TOTAL = 75 Marks

END OF EXAMINATION