



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION : BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 7
COURSE NAME: MANAGEMENT COMMUNICATION	COURSE CODE: MCO721S
DATE: JAN/FEB 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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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

The tone of voice is such an important part of communication that it often overrides the actual words you are using. Using relevant examples, discuss what is meant by tone of voice and explain the message styles and which tone to use in certain contexts.

[25 Marks]

QUESTION 2

It is your organisation's policy to monitor emails sent and received by employees. Emails have been exposed, which indicate that Hemans (employee in your organisation) working at the Department of Corporate Engagement and Strategy has shared some confidential documents with the Newspaper (which, according to your company policy, should have been disclosed). You as the manager have to deal with this case. In your efforts to deal with the case, consider the following: from an ethical and legal perspective, should organisations be allowed to monitor employees' email and social media accounts?

If so, under what circumstances and to what extent? What crosses the line between organisational safety and invasion of privacy? Should Herman be punished for sharing the confidential information with the newspaper, if he did not know that his emails box was being monitored? What about those who monitored the emails? Support your arguments.

[25 Marks]

QUESTION 3

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

[25 Marks]

QUESTION 4

Using relevant examples, discuss the concepts of organisational 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

[25 Marks]

TOTAL = 75 Marks

END OF EXAMINATION