



**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:</b> 07BCMM	<b>LEVEL:</b> 5
<b>COURSE CODE:</b> OCO521S	<b>COURSE NAME:</b> ORGANISATIONAL COMMUNICATION
<b>SESSION:</b> NOVEMBER 2022	<b>PAPER:</b> THEORY
<b>DURATION:</b> 2 HOURS	<b>MARKS:</b> 50[Converted to 100]

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	DR. M. MHENE MS N. NANGOMBE
<b>MODERATOR:</b>	DR. N. MPOFU

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer <b>TWO</b> questions</li><li>2. Write clearly and neatly.</li><li>3. Each essay must be <b>600</b> words</li><li>4. Number the answers clearly.</li></ol>

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

## **Answer TWO questions only**

### **Question 1**

**(25 marks)**

Explain the main characteristics of the Classical Approach. If an organisation adopts the Classical Approach, examine how it would influence communication processes.

### **Question 2**

**(25 marks)**

The vertical channel of communication is one of the most important channels of communication in any organisation. Describe the two vertical communication systems in Organisational Communication and provide relevant examples to justify the importance of the two systems.

### **Question 3**

**(25 marks)**

Discuss the use of the Human Relations Approach in organisations and show how it influences communication processes. Use relevant examples to support your answer.

### **Question 4**

**(25 marks)**

The grapevine is a regular system of communication among employees which occurs outside the normal channels of communication. Giving relevant examples from work situations explain the advantages and disadvantages of the grapevine