



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION : BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BCMM	LEVEL: 5
COURSE CODE: OCO521S	COURSE NAME: ORGANISATIONAL COMMUNICATION
SESSION: NOVEMBER 2023	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. M. MHENE
MODERATOR:	DR. A.HAITEMO

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer TWO questions2. TOTAL MARKS 25x2=50x2=1003. Write clearly and neatly.4. Each essay must be 600 words5. Number the answers clearly.

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 that occurs outside the normal channels of communication. Giving relevant examples from work situations, explain the advantages and disadvantages of the grapevine.

TOTAL MARKS 25x2=50x2=100

End of question paper