



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION

QUALIFICATION : BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BCMM	LEVEL: 5
COURSE CODE: OCO521S	COURSE NAME: ORGANISATIONAL COMMUNICATION
SESSION: OCTOBER/NOVEMBER 2025	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	DR. E. MUKUBONDA
MODERATOR:	PROF M. MHENE

INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer TWO questions2. Write clearly and neatly.3. Each essay must be 600 words4. Number the answers clearly.	

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

Answer TWO questions only

Question 1**(50 marks)**

Communication Technology is a crucial component in any organisation. Highlight the impact of Communication Technology, its advantages, and disadvantages.

Question 2**(50 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**(50 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.

Question 4**(50 marks)**

"Communication is a purposeful, often complex activity essential for sharing information." In light of the above quotation, describe two basic views of communication and explain the significance of each view in an organisation.