



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: VARIOUS	
QUALIFICATION CODE: VARIOUS	LEVEL: 6
COURSE CODE: PCO 611S	COURSE NAME: PROFESSIONAL COMMUNICATION
SESSION: JUNE 2023	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION	
EXAMINER(S)	Ms E. #Gawas
MODERATOR:	Ms J. Mungenga

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

PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

THIS MEMORANDUM CONSISTS OF _6_ PAGES (Including this front page)

Read the following passage and answer the questions based on it.

1. I was working for a clothing company in Finland which did business with an Italian company and ordered cloths from Italy. However, several problems arose due to poor communication. The Finnish Company ordered clothes from Italy in their strict deadlines, prescribing dates and expectations that the goods must be delivered at a specific time.
2. The manager at the Italian company told two of their employees to make sure that the orders were done and delivered.
"Yes sir, we will attend to it right away" Luca told the manager before turning to put his arm on Armani's shoulder.
"Armani, will you contact the Finnish liaison and verify whether all the details we received are correct" Luca asked him.
Armani nodded.
3. The employees contacted the persons appointed for liaison in Finland to verify the order, agree on the deadlines and payments. Everything was going well but when the delivery date came, no goods were delivered or even sent from Italy. In Finland we had already promised the customers that the goods would be in the boutique on a specified date. The manager in Finland blamed the two Italian employees for not doing their task well and contacted the people in Italy. Thereafter, he went to Italy to resolve the issue.
4. On the day of the meeting in Italy, our Finnish manager wanted to go straight to business and talk about the orders but the Italians wanted to have dinner in the form of a small informal get together. This really upset and overwhelmed our Finnish manager because upon his return he explained to us how rude the Italians were because apart from wanting to eat before the meeting, they came physically very close in the meetings and didn't stick to the discussion points. "How will we reach our goals if the Italians keep failing to deliver" he exclaimed. The Finnish manager was only used to doing business in Finland and had no idea how different cultures impact doing business. This scenario kept repeating itself because the Finnish manager didn't want to change his way of interacting and the Italians didn't even know that something was wrong.

[Adapted from: <https://www.mic.usi.ch/finnish-%E2%80%93-italian-collaboration-cs-en>]

Question 1**[25]**

1.1 Using Lasswell's communication model, write a short fictional scenario in which you engage with your Finnish manager in the cafeteria and give him advice on how to deal with the Italians. Remember your analysis must list and answer all the pertinent questions according to Lasswell. (10)

1.2 Identify the following in the scenario:**(9)**

1.2.1 Interpersonal communication

1.2.2 Non-verbal communication

1.2.3 Explain the meaning of the non-verbal communication cue you identified in 1.2.2

1.2.4 Tacesics

1.2.5 Using Keirsey's personality types, categorize the Finnish manager by selecting the appropriate personality type.

A. Artisans

B. Guardians

C. Idealists

D. Rationals

1.2.6 The Finnish manager said, "they came physically very close in the meetings..." which zone did the Italian infringe:

A. Personal zone

B. Intimate zone

C. Public zone

D. Social zone

1.3 List and explain the three most relevant benefits of good communication skills that could have benefited the Finnish and Italian engagement. (2x3=6)

Question 2**[24]**

2.1 Re-read the scenario, list the three most relevant interconnected contexts (3) in intercultural communication and extract examples from the scenario above to substantiate your answers. (3x4=12)

2.2 Quote the three barriers mentioned in paragraph 4 that could have led to the intercultural communication breakdown. (2x3=6)

2.3 According to what you have studied in this course, explain what the Finnish manager as well as the Italian business colleagues could have done to avoid the three barriers you quoted in 2.2. (2x3=6)

Question 3 [22]

3.1 Write a notice without an agenda incorporating all the relevant aspects that you studied in this course. (17)

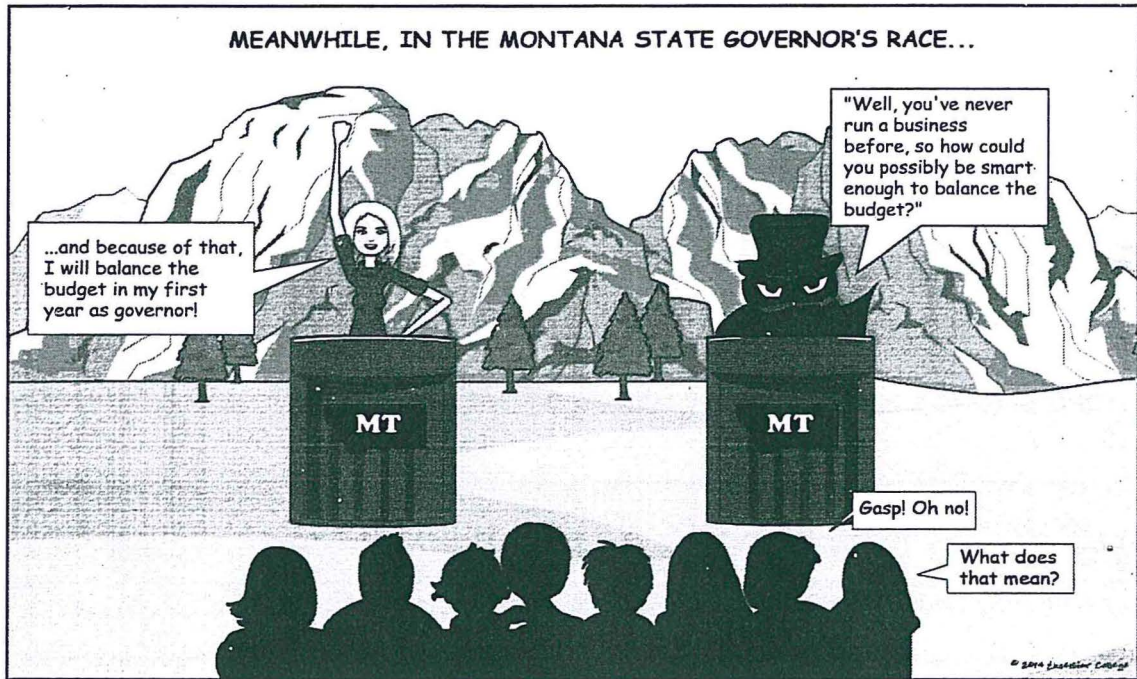
3.2 Match the following meeting types with the correct scenario. (E.g. 1 b). (5)

Terminology	Definition
1. Virtual meeting	a. Management coming together to decide on the working hours.
2. Motivational meeting	b. HR explaining the new HR policies.
3. Information meeting	c. Staff brainstorming working remotely.
4. Creative meeting	d. Staff meeting to mobilise contributions for a charity.
5. Decision-making meeting	e. Zoom meeting to open an international franchise.

Question 4 [16]

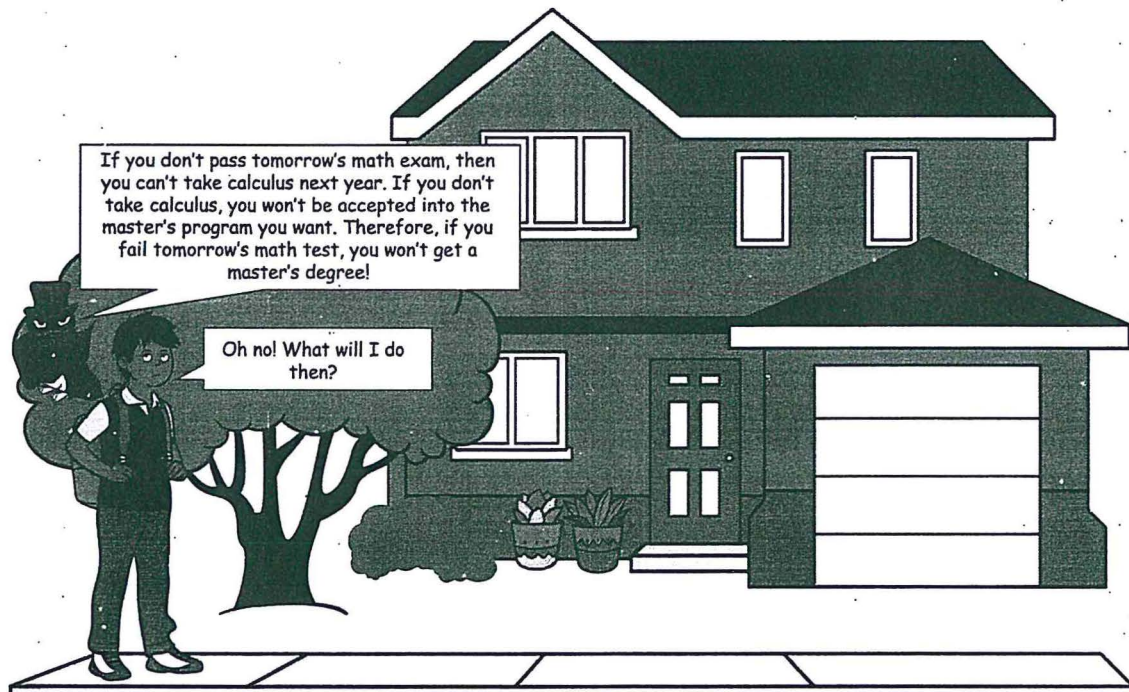
The following pictures are examples of fallacies. Answer the following questions with regard to each picture (6x2)

- 4.1 (i) Identify the fallacy in the image below (2)
(ii) Define the fallacy you identified i). (2)
(iii) Explain the fallacy as portrayed in the image below (2)



<https://owl.excelsior.edu/argument-and-critical-thinking/logical-fallacies/logical-fallacies-ad-hominem/>

- 4.2 (i) Identify the fallacy in the image below (2)
- (ii) Define the fallacy (2)
- (iii) Explain the fallacy as portrayed in the image below. (2)



<https://owl.excelsior.edu/argument-and-critical-thinking/logical-fallacies/logical-fallacies-slippery-slope/>

4.3 State whether the following syllogisms are valid or invalid:

(4)

4.3.1 All humans are mortal.

Aristotle is human.

Therefore, Aristotle is immortal.

4.3.2 I am creeped out, but also fascinated, by all spiders.

That enormous tarantula is a spider.

I am creeped out, but also fascinated, by that enormous tarantula.

Question 5

[13]

5.1 Name the type of conflict between the Fins and the Italians when the goods did not arrive and justify your answer with an example from the text. **(4)**

5.2 Evaluate the scenario and quote examples of the following conflict stages **(4)**

5.4 Why did the Finnish Manager perceive the Italians to be rude? **(2)**

5.5. Apart from interdependency-based conflict, do you think that different-workstyle conflict affected this engagement? i) Yes or no. Motivate your answer. **(3)**

END OF QUESTION PAPER