



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

**DEPARTMENT OF COMMUNICATION AND LANGUAGES**

<b>QUALIFICATION:</b> VARIOUS	
<b>QUALIFICATION CODE:</b> VARIOUS	<b>LEVEL:</b> 6
<b>COURSE CODE:</b> PC0611S	<b>COURSE NAME:</b> PROFESSIONAL COMMUNICATION
<b>SESSION:</b> JULY 2023	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SUPPLEMENTARY / SECOND OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER(S)</b>	Ms E. †Gawas
<b>MODERATOR:</b>	Ms J. Mungenga

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

**PERMISSIBLE MATERIALS**

1. Examination paper
2. Examination script

**THIS MEMORANDUM CONSISTS OF \_6\_ PAGES (Including this front page)**

**Read the workplace scenario below and answer the questions that follow.**

### **Trouble in Turkey – Customer Complaint**

"Mr Yilzin come quickly, we have a problem!" Mr Yilzin was surprised to receive a phone call from the production manager of his factory. It was 11 o'clock in the evening, and he had just finished brushing his teeth "Calm down, Mehmet Bey, tell me slowly what is wrong". The production manager explained to Mr Yilzin that they will not be able to deliver the 30,000 plastic cups of yoghurt to the supermarkets tomorrow as planned. "This is terrible! Is there something wrong with the yoghurt?!" asked Mr Yilzin completely alarmed. "No, no, no, Mr Yilzin, the yoghurt is fine, but the packaging materials are creating a problem!" said Mehmet. "The cups are not hard enough, and every single cup we have produced in the last hour is collapsing after filling. We can't stack them; we can't even move them off the production line! I've had to stop production. We have 10,000 kilos of yoghurt in bad packaging, which is creating a huge mess on the factory floor. We have to contact our plastics supplier immediately. Something has changed in the quality of what they normally supply us!"

Mr Yilzin drove to his factory immediately to assess the situation for himself. He contacted Generica's global helpdesk. A young American customer service rep informed him that his plastic raw materials came from Generica's factory in the Netherlands. She cheerfully informed him that he would be financially compensated if his complaint was justified. She transferred his call. A young Dutch lady answered the telephone, "Hoi, geode morgen, mijn naam is Albertina Van der Heijden, waarmee kan ik u helpen?" "Excuse me," Mr Yilken responded, somewhat annoyed. "Good morning, my name is Albertina Van der Heijden, how can I help you?" She listened to his complaint and simply asked, "OK, would you like to fill out a complaints form?"

He was shocked by the casual responses of both people he had dealt with so far. At this stage, he was becoming furious. "Listen, Miss Van der Heijden, I need replacement material immediately. My factory is at a standstill. I need to speak to your manager." She was shocked and offended. "Mr Yilzin, it is no use speaking to the manager. I am the person in charge of your complaint." She took a deep breath and calmed herself down. "Please understand, replacement materials can only be delivered to you if an official complaint is logged in the system. Without this, it is not possible. I need your help to get these complaints form filled in. Only then can we can investigate the problem and compensate you accordingly. I will not and cannot arrange delivery of replacement materials without this "she replied with confidence and authority.

Five coffees and three cigarettes later Mr Yilzin had logged his complaint using the official complaints form. It struck him how the complaints form was oriented towards « user related » problems and the complicated scales of compensation claimed. Only at the end of the form, did he find a small space to detail his observations about the quality of the material he was supplied. "So the complaints form is designed to deal with aspects of liability and financial compensation and not quality issues," he said to himself perplexed.

In the end, Mr Yilzin was financially compensated for the loss of production, new material was delivered. What went wrong? The conclusion of the investigation was that it was a combination of both supplier and consumer miscommunication that caused the production issue. [Adapted from: <https://www.mic.usi.ch/one-size-does-not-fit-all-cs-en>]

**Question 1**

**[24]**

**1.1 Using Lasswell's communication model, analyse the first conversation in the scenario. Remember your analysis must list and answer all the pertinent questions according to Lasswell. (10)**

1.1.1 Explain the difference in response between when Mehmet called and explained the problem to Yilzin and when Yilzen called Albertina with the same problem. (2)

1.1.2 What would you say is the Dutch lady's assumption when she answers the phone with, Hoi, geode morgen? (2)

**1.2 Identify the following in the scenario: (8)**

1.2.1 Interpersonal communication (2)

1.2.2 Intrapersonal communication (2)

1.2.3 Which non-verbal cue in the scenario tells us that Albertina was stopping herself from getting angry. (2)

1.2.4 Using Keirsey's personality types, categorize the production manager by selecting the appropriate personality type. (2)

- A. Artisans
- B. Guardians
- C. Idealists
- D. Rationals

1.3 There are benefits of good communication skills in the workplace. Name and explain one benefit of Mehmet's timely call to Yilzin. (2)

**Question 2**

**[14]**

**2.1 There are different interconnected contexts in intercultural communication. Answer the following questions from the scenario.**

2.1.1 List the different cultural contexts in the scenario (3)



2.1.2 Name one example of micro-cultural context in the scenario that does not relate to culture. (2)

2.1.2 Name the environmental context described in paragraph 1. (2)

2.1.3 Explain the perceptual context in paragraph 3. (2)

2.2 Name and explain one potential barrier to intercultural communication in the scenario. (2)

2.3 Why do you think I call it a potential barrier? (2)

2.4. Name one type of conflict in the scenario. (1)

**Question 3 [20]**

3.1 Match the type of meeting with the suitable scenario description: (2x5=10)

Type of Meeting	Description
1. Decision-making meeting	A. You are an advertising agency and you need to have a meeting to decide on what sort of campaign you need to launch a new fast-food outlet.
2. Motivational meeting	B. You need to hold a meeting to decide whether the company will give employees a salary increase or not.
3. Creative meeting	C. Your company has offices across SADC and you need to urgently meet with the branch managers of the whole region.
4. Virtual meeting	D. You need to meet with a government representative to discuss a tender document.
5. Information meeting	E. You need to hold a meeting in which you encourage staff to participate in the organization's team-building campaign.

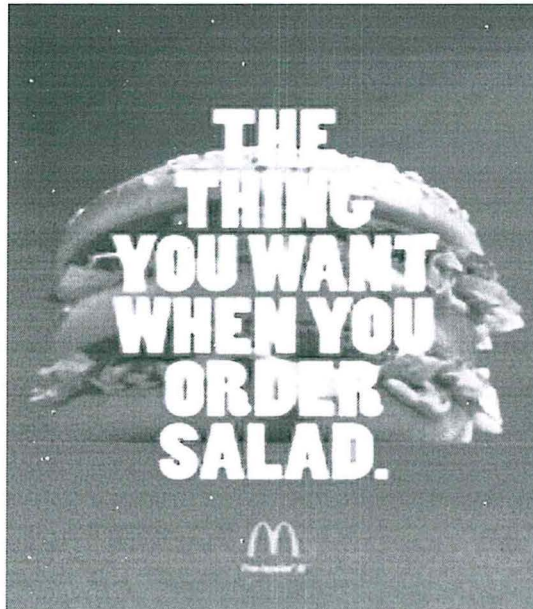
**Question 4 [16]**

The following pictures are examples of fallacies. Answer the following questions with regard to each picture (2x6=12)

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://persuasionintheoryandapplication.weebly.com/logical-fallacies.html>

- 4.2 (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://thevisualcommunicationguy.com/2017/09/28/personalemotional-appeal-advertising/>

**4.3 State whether the following syllogisms are valid or invalid: (4)**

4.3.1 Non-renewable resources do not exist in infinite supply.

Coal is a non-renewable resource.

Therefore, coal does not exist in infinite supply.

4.3.2 All books from that store are new.

These books are new.

Therefore, these books are from that shop.

**Question 5****[26]****5.1 Match the type of digital literacy skill to the correct scenario.****(6x2=12)**

Type of Literacy	Scenario
1. Reproduction literacy	A. You are not really familiar with a new software and rely heavily on the pictures to guide you how to use the software.
2. Branching literacy	B. Gaming has become an interesting high profitable career. These people need to think quickly and access and work with high volumes of information to ensure their success.
3. Photo-visual literacy	C. You are busy preparing a brochure which the Board of Directors need for their next meeting. You don't have much time and access multiple sites simultaneously.
4. Real-time literacy	D. Bullying is real! The effects can be catastrophic. Online users must know how to protect themselves in online environments.
5. Socio-emotional literacy	E. At the early days of Wikipedia, many scholars refused their students to use the platform. It is important to evaluate online content before you use it.
6. Information literacy	F. You are designing a poster for the company. To save time you have decided to use a previous poster, making a few changes to create a new poster.

**5.2 Read the following paragraph and correct all the grammar and spelling mistakes. Write ONLY the identified incorrect word and its corrected version. Do not rewrite the paragraph.****(10)**

Hypothermia occur when the core bodies temperature drops below 98.6 degrees Fahrenheit. Some common warning sign is uncontrollable shivering, disorientation, incoherent or slured speech and cold pail skin. If the condition go untreated, drowsines, extreme confusion and slowed breathing will occur. When the body's core temperature drop below 95 degrees, shivering may stopped, but he or she is suffering from hypothermia and may lose consciousness or even die. Seek medical care immediately!

**END OF QUESTION PAPER**