



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

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QUALIFICATION CODE: VARIOUS	LEVEL: 6
COURSE CODE: PC0611S	COURSE NAME: PROFESSIONAL COMMUNICATION
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DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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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 QUESTION PAPER CONSISTS OF 7 PAGES (INCLUDING THIS FRONT PAGE)

Question 1**[15]****1.1 Lasswell's communication model has 5 questions; name them:****(5)****1.2 Read the passage below; find and provide the answers to the questions you gave for question 1.****(10)**

Following the highly anticipated parliamentary announcement of the newly appointed members, the prime minister announced a new economic stimulus package to boost job and economic recovery. This announcement received echoes of cheers from the members of the parliament. This reaction must have been the same for the citizens who watched the proceedings via their televisions and those who were listening to the radio, especially the unemployed youths of the nation. The prime minister closed by informing the public about the debate among MPs, media coverage, and potential public support or opposition and promised that a lot of jobs would be advertised in the following weeks.

Question 2**[20]****2.1 Read the passage below and provide an example of each of the types of communication that follow:****(14)**

In a meeting where a number of investors gathered, Mr. Musk, a CEO of an investment firm, delivered a public statement about an upcoming IPO through a televised press conference. He said that his company is excited to announce its initial public offering, opening new investment opportunities. He further highlighted that the strategic move would fuel innovation and long-term growth. In his presentation, Mr. Musk used AI-driven software to analyze market trends and make data-driven investment decisions. He instructed AI to analyze the stock performance of renewable energy companies in the last five years. AI responded that the average growth rate was 15%, with Company X leading the sector.

On the other hand, the other business investor contemplated whether to invest in cryptocurrency. "Is this the right time to invest in Bitcoin? The market is volatile, but the long-term potential is huge. Maybe I should diversify first." Another senior investor suggested meeting with a startup founder to discuss potential funding of his business. He stated that the business model of the founder was innovative, but he preferred to see a stronger revenue projection before making a decision. Of which the founder replied that they projected a 200% growth in the next two years. He concluded by offering to share detailed financials with the senior investor.

The senior investor subtly nodded and smiled while signaling approval of the offer. A group of upcoming investors stood close to a startup founder, showing interest while maintaining a professional distance. Other investors remained silent after hearing a startup's valuation,

creating tension that forces the founder to justify their numbers. The investors shook hands firmly with a startup founder after finalizing a deal.

- Interpersonal communication
 - Visual Semiology-Kinesics (2)
 - Visual semiology—proxemics (2)
 - Acoustic Semiology—Silence (2)
 - Tacesics (2)
- Mass Communication (2)
- Extra-personal communication (2)
- Intrapersonal communication (2)

2.2 The art of listening is one of the businessperson's most important communication skills and is crucial for successful and effective business communication. Give the purpose of the following types of listening: (6)

2.1.1. Information listening

2.1.2. Critical listening

2.1.3. Empathic listening

Question 3

[5x2=10]

Match the following intercultural contexts of intercultural communication to the correct scenarios. Just write the letter next to the context, e.g., 3.1. Cultural Context = G.

3.1. Environmental Context

3.2. Cultural Context

3.3. Microcultural Context

3.4. Sociorelational Context

3.5. Perceptual Context

- A. The minister of health (from Zambezi Region) holds a formal leadership role but prefers a consensus-driven approach. The minister of agriculture (from the Oshikoto Region), who is used to flat hierarchies, speaks candidly with the manager, while the minister of education (from Hardap Region) tends to defer more to authority, reflecting both professional hierarchy and cultural norms.
- B. The Zulu manager emphasizes group harmony and indirect communication, which aligns with South Africa's high-context culture. In contrast, the Australian developer values directness and individual contributions, consistent with a low-context culture like that of Australia.

- C. The American intern perceives silence as a sign of respect and careful thought, while the Angolan developer interprets silence as uncertainty or a lack of opinion. As a result, these differing perceptions lead to misunderstanding in feedback sessions.
- D. The Namibian marketing specialist is part of the younger urban Namibian demographic that blends traditional values with global digital culture. Though part of a collectivist society, he tends to adopt more individualistic tones in digital communication, influenced by the global tech environment.
- E. The American developers in India do not see the reason why they should not work on their project during the week of Ramadan. On the other hand, their Indian coworkers regard the week of Ramadan as a holiday, which the Japanese manager may interpret as disengagement.

Question 4

[20]

4.1 Name the type of meeting for the following scenarios.

(5x2=10)

4.1.1. The secretary sent out an email to all the staff members inviting them to the meeting to deliberate how to allocate the department's quarterly budget among key initiatives.

4.1.2. The team leader invites his team, including product designers and brand strategists, for an urgent meeting to generate ideas for branding a new product line.

4.1.3. At the beginning of the year, HR representatives and department heads met to inform employees about updates to the company's remote work policy.

4.1.4. The dean called a meeting on Teams to sync up remote team members at the Eehnana and Rietfontein campuses on weekly priorities.

4.1.5. The whole marketing department had a social retreat to encourage and energize the sales team at the start of a new quarter.

4.2 Explain the meaning of the following meeting terminologies.

(5x2=10)

4.2.1. Ad hoc

4.2.2. Articles of association

4.2.3. Consensus

4.2.4. Other business

4.2.5. Proxy

Question 5

[15]

5.1. When conflict happens, it can be treated as a series of events occurring in stages. Name and explain the five stages of conflict (5x2=10)

5.1.1 Latent conflict

5.1.2 Perceived conflict

5.1.3 During the "Felt Stage"

5.1.4 "Manifest Stage,"

5.1.5 Conflict aftermath

5.2. Study the conflict situation in the picture below and:

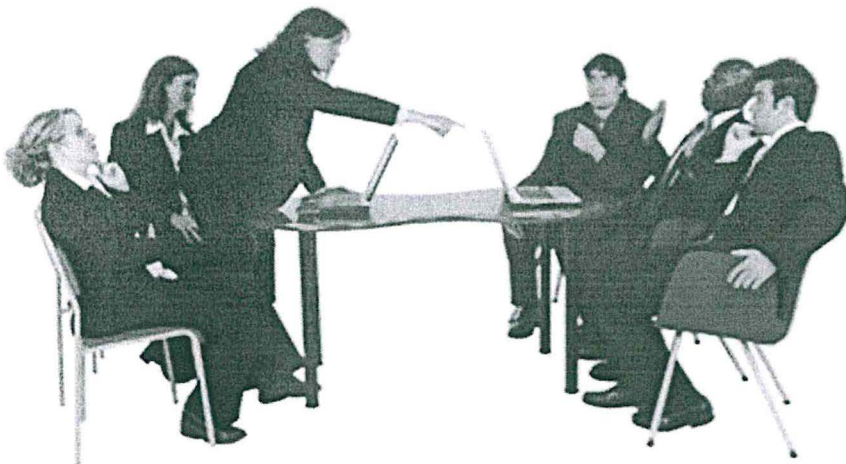
[5]

5.1.1. Determine the stage of the conflict

(2)

5.1.2. Defend your answer by explaining.

(3)



<https://smallbusiness.chron.com>

Question 6

[10]

Read the passage below and answer the questions that follow:

A cross-functional team at a mid-sized tech company has been formed to launch a new digital platform within three months. The team includes members from marketing, product development, design, and customer success. As the launch deadline approaches, the **design team is delayed**, waiting on final product specs from the **product development team**. Meanwhile, marketing cannot finalize its campaign assets without the finished designs. (A) Team members grow frustrated, blaming each other for slow progress. Marketing argues they can't move forward unless designs are delivered on time. Design defends itself, saying they can't design features that aren't clearly defined yet. The project has two co-leads: Alicia, a **collaborative leader** who prefers consensus-building, and Mark, a **directive leader** who emphasizes speed and control. As a result, (B) Alicia wants more team input before decisions are made, while Mark often makes quick calls without consultation. The team includes members from varied cultural backgrounds. During meetings, Liu from the design team tends to be reserved and avoids interrupting others, while Jake from marketing is more assertive and frequently dominates discussions. (C) Liu feels her ideas are overlooked, and Jake perceives her as disengaged or lacking initiative. On the other hand, two team members, Priya and Daniel, often **clash over tone and attitude**. Priya is detail-oriented and cautious, constantly flagging risks. Daniel is optimistic and tends to brush off concerns as "negative thinking." (D) Daniel accuses Priya of slowing down momentum, while Priya accuses Daniel of ignoring red flags. While Emma from product prefers a **fast-paced, agile approach** with minimal documentation, focusing on iteration, on the other hand, Raj from customer success prefers a **structured, documentation-heavy style** to ensure nothing is missed during implementation and client onboarding. Consequently, (E) Emma sees Raj's approach as bureaucratic and slow, while Raj feels Emma is being reckless and skipping crucial details.

There are different types of conflict that may arise in a professional work environment. Based on the passage above, identify the examples of each of the type of conflict given below. Just write the letter next to the question. *For example: Excellent leadership style - C*

Question 7

[10]

Good language usage is commended in professional work environments. Read the paragraph very attentively; then, rewrite the paragraph, identifying and correcting 10 subject-verb agreement errors. Underline the corrections.

In today's highly competitive market, it is essential for businesses to adopt to rapidly changing trends in order to remain relevant. Many companies, however, fails to understand the importance of innovation and relies on outdated strategies that no longer produce effective results. Moreover, poor communication between departments often lead to confusion and delays, especially when it involve cross-functional teams. Managers must ensure that employees are helded accountable for their performance, while also providing them with the tools and support they needs to succeed. Furthermore, the company should of developed a more agile response system to address client concerns in a timely manner. Failing to do so could results in a loss of trust and customer loyalty. Lastly, regular training sessions and feedback loops was not prioritized, which have limited opportunities for professional growth among staff members.

END OF QUESTION PAPER