



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION: VARIOUS	
QUALIFICATION CODE: VARIOUS	LEVEL: 6
COURSE CODE: PC0611S	COURSE NAME: PROFESSIONAL COMMUNICATION
DATE: JULY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY / SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINERS:	Dr. C. Sibalatani
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 QUESTION PAPER CONSISTS OF 6 PAGES (INCLUDING THIS FRONT PAGE)

Question 1**[15]****1.1. The 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)**

During the press conference held by the members of the parliament, the leader of the opposition party criticized the government's handling of healthcare funding and proposed an alternative plan. This followed the healthcare professionals and the general public's complaints on how the health funding was handled. The opposition leader's criticism caused an immediate increase in public scrutiny of the government and media analysis and also put potential political pressure on the ruling party.

Question 2**[18]****2.1 Read the passage below and indicate what type of communication the underlined communications are (your answers must adopt the numbering given in the passage)****(14)**

A minister delivers (1) a televised speech on a new national policy in Parliament. He stated that the government is committed to improving healthcare access. "This bill will allocate \$5 billion to modernize public hospitals across the country." (2) Another MP debates internally whether to support or oppose a controversial bill: "Should I vote in favor? My party supports it, but my constituents have concerns. Maybe I should propose an amendment first." (3) A senior MP pulled aside the junior MPs who were talking too much to advise them on how to approach a parliamentary debate. He told them to stay firm on their points but acknowledge opposing views because it shows strength, not weakness. The junior MPs thanked the senior MP for the advice and promised to adjust their comments accordingly. (4) The opposition MP raises an eyebrow and crosses their arms in skepticism while listening to a minister's speech. During a parliamentary discussion, (5) members of the same party sit close together to show unity, while opposition MPs sit on the opposite side of the chamber. During a parliamentary vote, (6) the Speaker of the House pauses for a few seconds after announcing the results,

allowing the tension in the chamber to build. After a bipartisan agreement is reached, (7) two MPs from opposing parties shake hands in front of the media as an indication that they had reached consensus.

2.2 What do you call the situation where the discussant shifts the discussion to another topic? (2)

2.3 What do you call the situation where the discussant paraphrases back to the speaker what has been said? (2)

Question 3 [12]

3.1 List any four benefits of intercultural communication in the global world. (4)

3.2 Name and explain any four barriers to effective communication. (8)

Question 4 [15]

4.1 Identify and match a suitable type of meeting for the given scenarios. [5]

1. Decision-making meeting	A. Intergovernmental Coordination Meeting via Zoom
2. Informational meeting	B. A meeting to inspire a group of volunteers and local organizers before a big voter outreach push.
3. Creative meeting	C. A meeting to apprise the public about a new environmental bill and address community concerns.
4. Virtual meeting	D. A Cabinet Meeting on National Security Policy to make final resolutions on proposed changes to the national security strategy.
5. Motivational meeting	E. A meeting to generate innovative ideas for a political campaign theme, slogans, and events.

4.2 Explain the meaning of the following meeting terminologies. (2x5=10)

4.2.1. Mover

4.2.2. Shelve

4.2.3. Table

4.2.4. Unanimous

4.2.5. Opposer

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 (2x5=10)

5.1.1 Latent conflict

5.1.2 Perceived conflict

5.1.3 Felt Stage

5.1.4 Manifest Stage

5.1.5 Conflict aftermath

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

5.2.1. Determine the stage of the conflict (2)

5.2.2. Defend your answer by explaining. (3)



<https://smallbusiness.chron.com>

Match the type of conflict to the correct scenario. E.g., 7=F

Type of conflict	Scenario
<p>1. Diversity-Based Conflict</p>	<p>A. Ndapewa from product prefers a fast-paced, agile approach with minimal documentation, focusing on iteration. In contrast, Maria from customer success prefers a structured, documentation-heavy style to ensure nothing is missed during implementation and client onboarding. Ndapewa sees Maria’s approach as bureaucratic and slow, while Maria feels Ndapewa is being reckless and skipping crucial details.</p>
<p>2. Interdependency-Based Conflict</p>	<p>B. The manager selected a team to work on advertising their latest product. Two team members, Katrina and Simon, often clash over tone and attitude. Katrina is detail-oriented and cautious, constantly flagging risks. Simon is optimistic and tends to brush off concerns as “negative thinking.” He accuses Katrina of slowing down momentum, while Katrina accuses Simon of ignoring red flags. This kind of work ethic often results in conversations becoming tense and unproductive, affecting team morale.</p>
<p>3. Difference in Work Style Conflict</p>	<p>C. 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. As a result, the 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.</p>
<p>4. Personality Clashes Conflict</p>	<p>D. The team includes members from varied cultural backgrounds. During meetings, Namasiku from the design team tends to be reserved and avoids interrupting others, while Lizel from marketing is more assertive and frequently dominates discussions. Due to different cultural communication norms, this causes misunderstanding because Namasiku feels her ideas are overlooked; on the other hand, Lizel perceives her as disengaged or lacking initiative.</p>
<p>5. Difference in Leadership Style Conflict</p>	<p>E. The project is led by two core core leaders: Alicia, a collaborative leader who prefers consensus-building, and Mark, a directive leader who emphasizes speed and control. Alicia wants more team input before decisions are made, while Mark often makes quick calls without consultation.</p>

Question 7

[5]

5.1 Match the type of digital literacy skill to the correct scenario.

(5)

Type of Literacy	Scenario
1. Branching 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. Photo-visual 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. Real-time 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. Information 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.

Question 8

[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.

The company have been experiencing a significant decrease of sales over the last quarter, which effects our overall revenue targets. There is many reasons for this trends, including increased competition and changes in consumer behavior. Additionally, the marketing team have not implement the new strategy as was planned. We must address these issue immediately in order for prevent further decline and to ensure our goals are metted by the end of the fiscal year.

END OF QUESTION PAPE