



**PAMIBIA 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: PCO611S	COURSE NAME: PROFESSIONAL COMMUNICATION
SESSION: NOV 2023	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Dr E. †Gawas Ms C Sibalatani
MODERATOR:	Ms J. Mungenga

INSTRUCTIONS
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 8 PAGES (Including this front page)

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

The Office of the Ombudsman received 579 complaints of alleged police brutality from inmates and members of the public between 2021 and 2022. The spokesperson of the Office of the Ombudsman, Aurelia David, told The Namibian in a meeting recently that the Namibian Correctional Service has 269 cases of alleged police brutality. "Most complaints from the correctional services are from inmates and a few are from friends and family of the inmates," she said. David, looking down and in a low voice said the cases they receive are mainly about the conditions of inmates regularly, mostly concerning inmates not being taken for medical care timely. "The human right every Namibian is entitled to" she said to herself sighing.

"A lack of blankets, assault by police officers, insufficient food, the general condition of holding cells such as broken toilets, water leakages, and the use of Afrikaans to those who can not understand the language etc" she said are some of the complaints they have. "Police brutality is not only a threat to the safety of inmates, but a violation of their right to safety and protection, which they are entitled to, despite being incarcerated" added David with raised voice.

Recently, a 44-year-old inmate at the Maltahöhe police station in Hardap was bitten by a black-necked cobra on his left arm, while allegedly awaiting trial. According to the police weekly crime report, it is unknown how the snake entered the police cell. The inmate was transferred to the Mariental State Hospital and later to the Katutura State Hospital, and is in a stable condition. Police inspector general Joseph Shikongo said he will be in a better position to comment if all the cases involving police brutality are compiled and sent to his office.

"For me to talk about these cases without really having reflection on them I might not do justice to that. My office doors are open and I am personally ready to get into those cases and provide feedback on their status," Shikongo said. Correctional service commissioner general Raphael Hamunyela also said he cannot make general statements on the matter. "I would like to get the data on some of these cases, then we can give you information on them," he said. He added that if he could get the document on the cases reported to the Office of the Ombudsman regarding police brutality, he would then be able to respond to the allegations.

Earlier this week, a local publication published a report on three French speaking men in the Windhoek Central Prison demanding N\$1,5 million each for alleged assault and torture by 20 members of the Namibian Correctional Service. They further pledged their case to the French embassy to receive adequate attention.

Between 2020 and 2021, the police registered 248 civil cases of police brutality. Last month, Keetmanshoop community members in the //Kharas region marched to protest against police brutality following the death of Elleste Plaatjies (31) on 18 January after members of the Namibian Police's Special Reserve Force reportedly fatally assaulted him. The ombudsman's office on its Facebook page also said it recorded a total of 598 complaints against the Namibian Police in 2020, making the Namibian Police the institution most complained about in the country. Community members in different parts of the country have also been protesting against police brutality for years.

<https://namibian.com.na/ombudsman-records-579-cases-against-police/>

QUESTION 1

[15]

1.1 Using Lasswell's communication model, analyse the first conversation in the scenario. Answer all the following pertinent questions according to Lasswell. [5]

- Who?
- Says What?
- In Which Channel?
- To Whom?
- With what effect?

1.1.2 What type of communication is this passage? Motivate your answer. (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 indicates that Aurelia David was concerned about the issue at hand? (2)

1.2.4 Using Keirse's personality types, categorize correctional service commissioner general Ralph Amunyele by selecting the appropriate personality type. (2)

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

QUESTION 2

[8]

2.1 Based on the scenario above, identify different interconnected contexts in intercultural communication by answering the following questions.

2.1.1 Cultural contexts in the scenario (2)

2.1.2 Micro-cultural context in the scenario that does not relate to culture. (2)

2.1.3 Name the environmental context where the reported occurrences took place. (2)

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

QUESTION 3

[10]

3.1 Match the type of meeting with the suitable scenario description:

(2x5=10)

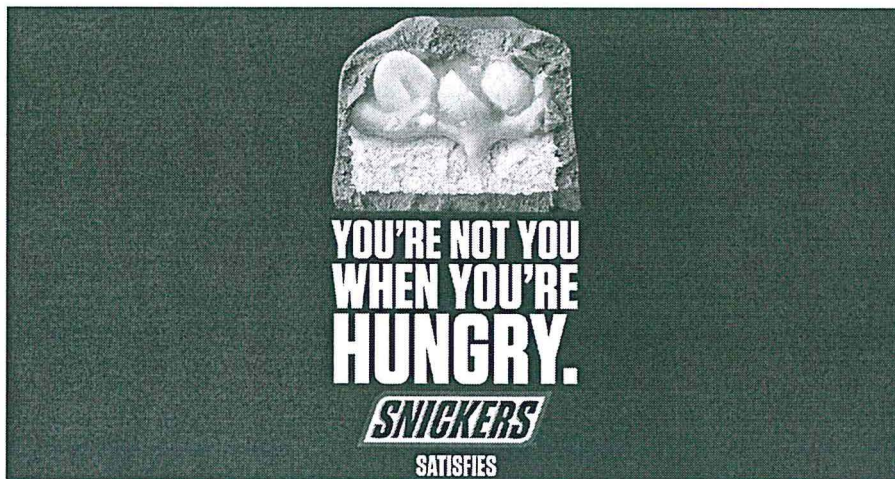
Type of Meeting	Description
1. Information meeting	A. Namibia Medical Care (NMC) has to organise a meeting to You are an advertising agency and you need to have a meeting to decide on what sort of services to introduce in order to attract more clients.
2. Virtual meeting	B. There is a need to meeting to discuss whether the company needs to employ more staff.
3. Creative meeting	C. Your company is closed due to a pandemic and you urgently want to meet the heads of the departments.
4. Motivational meeting	D. The SRC wants to meet with the students to presents changes effected in the policies governing the modes of learning.
5. Decision-making meeting	E. You need to hold a meeting in which you persuade staff to engage in more reserch.

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. (2)
- (iii) Explain the fallacy as portrayed in the image below (2)



<https://assets.website-files.com/6424429265b407347cfb>

4.2 (i) Identify the fallacy in the image below (2)

(ii) Define the fallacy you identified. (2)

(iii) Explain the fallacy as portrayed in the image below (2)

Politicians are the same all over. They promise to build a bridge where there is no river.

By: Nikita Khrushchev

<https://www.forbes.com/quotes/7024/>

4.3 Arguments are comprised of two aspects. (i) Name and (ii) explain these aspects. (4)

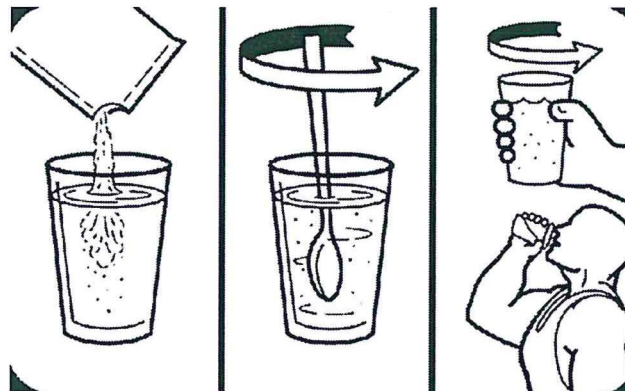
Question 5

[12]

Each picture below represents a type of digital literacy.

- Identify the type of digital literacy. (2)
- Explain the basic meaning. (2)
- Give a brief explanation of the literacy with reference to the picture. (2)

5.1



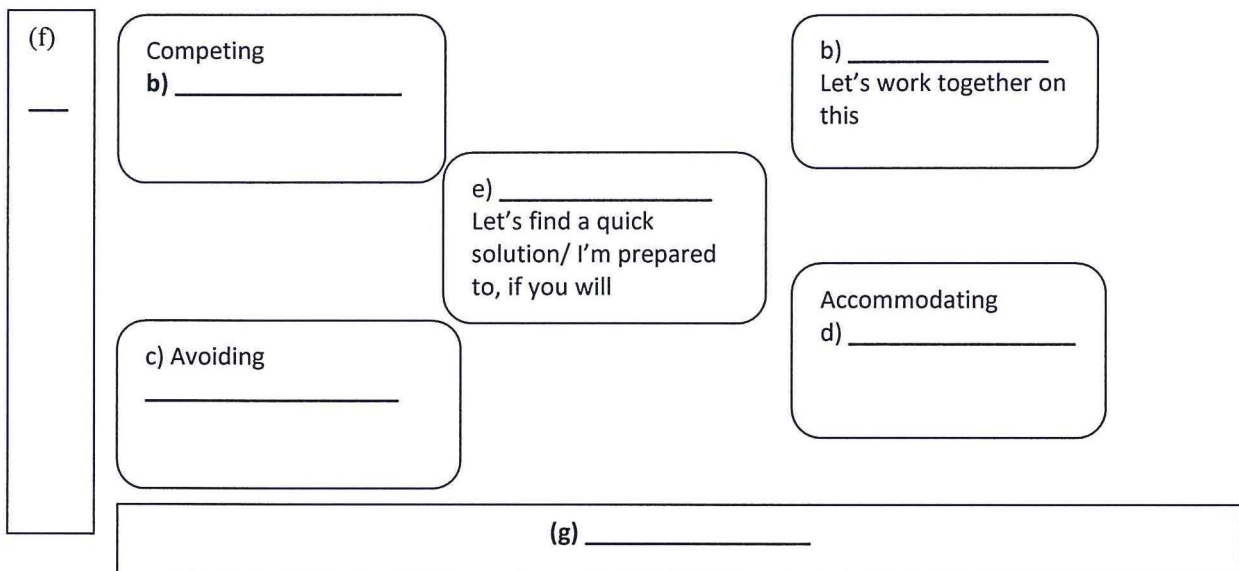
5.2



Question 6

[14]

The Thomas-Kilmann Conflict Mode Instrument (TKI) assesses an individual's behaviour in conflict situations. In conflict situations, a person's behaviour can be described along two basic dimensions. Complete the diagram below by filling in the missing information. Be it a name or a brief explanatory sentence.



Question 7

[12]

Examine the letter below.

7.1 Write numbers 1-6 and identify and list the structural mistakes made in the letter. (6)

7.2 Write numbers 1-6 and write the corrections to the mistakes you identified. (6)

Zoëy Base
P.O. Box 5678
Windhoek

Namibian Breweries
Beer Division
Windhoek

Dear Sir

I was reading a newspaper when my eyes were attracted to this interesting advertisement in which you invited applications from young graduates wishing to build a career in marketing and sales. I am hereby applying for the job.

I think that I do qualify because of my Business Commerce Degree. Right now, I am working in Bank Windhoek at Grove Mall. I also think that I have the energy to do whatever job is given to me.

Please reply as soon as possible. You can interview me on Wednesday afternoon which is my afternoon off.

I hope my application will receive your favourable consideration.

Your obedient servant

Zoëy Base

ZBlack

CX5T306



- 8.1 You learnt about five types of conflict. Name the type of conflict exemplified in the picture above. (2)
- 8.2 Examine the picture and explain what the end goal is and why they have been unable to reach it. (2)
- 8.3 In your own words or with an example explain the conflict you identified in 8.1. (3)
- 8.4 What stage of conflict is exemplified in the picture. Substantiate your answer (4)
- 8.5 As the manager of the employees in the picture, which one of the two dimensions offered by Thomas Kilmann would you encourage in the above scenario? (2)

END OF QUESTION PAPER