



**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: PCO611S	COURSE NAME: PROFESSIONAL COMMUNICATION
DATE: NOVEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER	
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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 EXAMINATION CONSISTS OF 6 PAGES (INCLUDING THIS FRONT PAGE).

QUESTION 1**[15]**

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

Mark allocation:

Communication scenario = 5 marks (5)

Lasswell's communication model questions= (5)

Lasswell's communication model answers as per your communication scenario = (5)

QUESTION 2**[16]**

Read the passage below and answer the questions that follow.

I was employed by a textile company in Namibia which collaborated with a supplier in Ghana and ordered fabrics from Accra. However, several issues emerged because of poor communication. The Namibian firm placed its orders with strict deadlines, specifying exact dates and requirements that the goods had to arrive on time. The supervisor at the Ghanaian supplier instructed two of his staff members to ensure the orders were completed and dispatched. "Yes, boss, we'll handle it immediately," Kwame assured the supervisor before turning and patting Kofi on the back. Kwame asked Kofi to reach out to the Namibian contact and confirm whether all the details we received are accurate. Kofi gave a nod. The staff members contacted the representatives in Namibia to confirm the orders, finalize the timelines, and settle payments. Everything seemed fine, but when the agreed date came, no fabrics were shipped from Ghana. In Namibia, we had already sent emails to the customers and put out adverts on Instagram promising that the material would be in the boutiques on a set date. The Namibian director blamed the two Ghanaian employees for not fulfilling their responsibility and contacted their company. Afterwards, he traveled to Ghana to resolve the matter. On the day of the meeting in Accra, our Namibian director wanted to dive straight into business and talk about the orders, but the Ghanaians preferred to first share a meal of jollof rice and grilled tilapia in a relaxed gathering. This greatly frustrated him, and he thought

of a plan on how to politely approach the impolite Ghanaians. Not only did they want to eat before business, but during the meeting they stood very close and moved away from the agenda. “How will we achieve our goals if the Ghanaians keep failing to deliver?” he exclaimed. This situation kept repeating itself because the Namibian director refused to adjust his approach, and the Ghanaians never realized there was an issue.

2.1 Based on the passage above, identify and give examples of the types of communication given below. (6)

1. Nonverbal proxemic communication
2. Extra communication
3. Intra communication
4. Mass communication
5. Non-verbal kinesics
6. Intercommunication

2.2 Read the scenario, list five interconnected contexts of intercultural communication, and extract examples from the scenario above to substantiate your answers. (10)

QUESTION 3 [16]

3.1 Match the following types of meetings to the given scenarios. (5)

(1) Information meeting	(a) A Windhoek-based delivery company meets to tackle frequent delays caused by traffic and poor road conditions.
(2) Creative/brainstorming meetings	(b) A village water committee meets to decide how to allocate funds for borehole repairs before the rainy season.
(3) Motivational meetings	(c) A wildlife conservation NGO in Etosha meets to report on recent rhino tracking data and patrol activities.
(4) Problem Solving Meeting	(d) Teachers at a rural school near Rundu hold a fun session to celebrate exam results and motivate each other before the new term.
(5) Decision-making meetings	(e) A local radio station in Katima Mulilo meets to brainstorm ideas for a new youth-targeted talk show.

3.2 There are different terminologies used in meetings. Name them as per the description given: (5)

- (a) Provide advice or suggestions, not taking action
- (b) Remove someone (by force if necessary) from a meeting
- (c) To suspend or interrupt a meeting until a later date
- (d) To introduce a paper or schedule for noting
- (e) A person who supports the proposer of a motion

3.3. There are critical procedures to follow to conduct an effective meeting; name any six of them. (6)

QUESTION 4 [15]

4.1 Read the passage below. State and explain any five things that could lead to the ineffectiveness of the meeting. (2x5=10)

A Community Development Committee in a rural Namibian village held a meeting to discuss plans for constructing a new community center. However, due to the fact that the meeting was called at short notice, several key members either arrived late or did not attend at all. The invitees seemed very confused because they had no idea why they were called for the meeting; as a result, the discussions lacked structure and jumped randomly from one issue to another, including unrelated topics such as road maintenance and youth unemployment. The chairperson failed to guide the discussion effectively, allowing conversations to drift without direction. One elder dominated the meeting, speaking at length about past projects, while younger members and women were not encouraged to contribute, resulting in minimal participation. Additionally, everyone kept fidgeting and looking at their watches, because the meeting extended far beyond the scheduled duration, leading some participants to leave early. Importantly, it did not seem like anyone was taking record of the proceedings; therefore, there was no clear record of what had been discussed or decided. The meeting ended without

any concrete outcomes, highlighting how the lack of proper meeting procedures can lead to wasted time and unproductive results.

4.2 Name the fallacies of the descriptions below. (5)

- (a) "Our sales dropped after we hired the new receptionist; she must be the reason."
- (b) "No one has complained about the new road project, so it must be perfect."
- (c) "Running a school is like running a taxi business; just focus on making money."
- (d) "One intern arrived late, so all interns are unreliable."
- (e) "We're here to discuss office safety, but let's talk about how unfair the new dress code is."

QUESTION 5 [15]

5.1 When it comes to digital etiquette, there are guidelines every professional environment must set to operate online ethically and effectively. Name any five. (5)

5.2 Although technology has made life easier in many areas, it has some disadvantages. State any five disadvantages of digital communication. (2x5=10)

QUESTION 6 [13]

6.1 Name the five Thomas-Kilmann conflict-handling modes. (5)

6.2 Read the passage below and identify and explain the conflict that takes place. (2)

Ndapewa and Simataa had been working closely on the upcoming product launch, but subtle tension had begun to affect their collaboration. Ndapewa often requested more time for thorough testing, emphasizing the importance of catching potential issues early, while Simataa was focused on keeping development on track to meet the tight deadline. Their interactions in meetings became noticeably strained, with brief, polite disagreements and a few pointed comments. Sensing the underlying friction, their manager organized a brief

check-in with both of them. After an open discussion, Ndapewa agreed to narrow her testing to the most critical areas, while Simataa adjusted the schedule slightly to allow for some additional review time. With this new approach, the team was able to move forward efficiently, balancing quality and delivery without further disruptions.

6.3 Now that you have identified the conflict, name the type of Thomas-Kilmann conflict-handling mode used to manage the conflict. (2)

6.4 Conflict resolution strategies are required to make sure that work environments can move past the conflict. Imagine yourself as the mediator in the conflict between Ndapewa and Simataa; describe four effective strategies you would have used to resolve the conflict. (4)

QUESTION 7: Professional Language Usage [10]

Good language usage is very important in professional communication. It is also very important to edit written communication before disseminating. There are several words that are commonly confused in the English language; choose the correct words for the context/meaning of the sentences.

(Write the correct word only.)

1. The company cannot afford to loose/lose its most valuable clients.
2. The manager requested excess/access to the confidential database.
3. The HR department updated the personal/personnel records for all new recruits.
4. The consultant compared the local market to a barren dessert/desert with no opportunities.
5. In the project proposal, researchers must cite/site at least five credible academic sources.

-THE END-