



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 5
COURSE CODE: OCO521S	COURSE NAME: ORGANISATIONAL COMMUNICATION
SESSION: JANUARY 2020	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR. M. MHENE PROF. R. MAKAMANI
MODERATOR:	DR. N. MPOFU

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. Answer THREE questions.2. Write clearly and neatly.3. Number the answers clearly.
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THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1

(25 marks)

What is the Critical Theory? Explain how it influences business communication in Namibia.

(600 words)

Question 2

(25 marks)

Discuss the use of the Human Relations Approach in Namibia **and** show how it influences communication processes. Use relevant examples to support your answer.

(600 words)

Question 3

(25 marks)

Discuss, by way of examples, explanation and, where possible, diagrams, **five** characteristics of organisations **and** examine how they influence communication.

(600 words)

Question 4

(25 marks)

The theory of Classical Management was propounded by Henri Fayol (1841-1925). Fayol's aim was to provide prescriptions for how organisations could be better managed. Describe the following five key elements of management and provide relevant examples from an organisation of your choice: **a) planning b) organising c) command d) coordination and e) control.**

(600 words)