

UNIVERSITY OF FORT HARE
CMS. 211: THE BASICS OF ORGANISATIONAL
COMMUNICATION
DEGREE EXAMINATION
JUNE 2023

Time: 3 Hours
Subject: Communication
Paper: The Basics of Organisational Communication
Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiners

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Instruction

Answer ALL questions

INSTRUCTIONS: ANSWER ALL QUESTIONS

QUESTION 1

What is Organisational Communication? (5 Marks)

QUESTION 2

Why is organizational communication necessary? (5 Marks)

QUESTION 3

Briefly discuss Hierarchies in organisations (5 Marks)

QUESTION 4

Briefly discuss the following three (3) Leadership Styles:

(a) Laissez-faire type (b) Autocratic type (c) Democratic type (4 Marks x 3 = 12 Marks)

QUESTION 5

Briefly discuss the following organisational communication style:

(a) Controlling style (b) Equalitarian style (c) Structuring style (4 Marks x 3 = 12 Marks)

QUESTION 6

Briefly discuss the following communication functions in organisations

(a) Informative function (b) Integrate function (c) Regulative function (4 Marks x 3 = 12 Marks)

QUESTION 7

Briefly discuss: (a) Y- Communication Network (b) Circle – Communication Network (8 Marks)

QUESTION 8

Discuss: (a) Physiological and (b) Psychological Communication Barriers (5 Marks x 2 = 10 Marks)

QUESTION 9

Discuss the FOUR functions of a memorandum (4 Marks x 4 = 16 Marks)

QUESTION 10

Briefly discuss the impact of internet on organisational communication (5 Marks)

QUESTION 11

Discuss any FIVE ways to overcome communication barriers (2 Marks x 5 = 10 Marks)