



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR THIRD YEAR SECOND SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES BACHELOR OF SCIENCE IN PUBLIC RELATIONS

COURSE CODE: CPR 3202

**COURSE TITLE: ORGANIZATIONAL
COMMUNICATION AND CULTURE**

DATE: 18TH APRIL 2019

TIME: 8.30AM-10.30AM

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO questions

QUESTION ONE (COMPULSORY)

- A. Analyze five ways through which the organizational structure influences communication in the organization. (10 Marks)
- B. Explain five benefits that may accrue to an organization from effective communication. (10 Marks)
- C. Describe five images that an organization may portray. (10 Marks)

QUESTION TWO

- A. There is an increasing need for the development of corporate identity among organizations in Kenya. Explain the reasons that may account for this. (10 Marks)
- B. Describe the relationship between organizational communication and behavior. (10 Marks)

QUESTION THREE

- A. Explain five ways in which advancement in technology has enhanced effectiveness of communication in organizations. (10 Marks)
- B. Ima has been requested to make a presentation during the departmental meeting to be held in a month's time. Explain the factors that may influence the selection of audio-visual aids that she will use. (10 Marks)

QUESTION FOUR

- A. Discuss five circumstances when it would be preferable to use oral communication when communicating in organizations. (10 Marks)
- B. Explain the formal communication channels in an organization. (10 Marks)

QUESTION FIVE

- A. Describe the factors that contribute to the prevalence of grapevine in an organization. (10 Marks)
- B. Explain five components of nonverbal communication that an oral communicator should observe when communicating. (10 Marks)

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