



**MAASAI MARA  
UNIVERSITY**

**SPECIAL UNIVERSITY  
EXAMINATIONS**

**2018/2019 ACADEMIC YEAR  
THRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL  
SCIENCES  
BACHELOR OF COMMUNICATION  
& PUBLIC  
RELATIONS/JOURNALISM**

**COURSE CODE: CMM 308  
COURSE TITLE: ORGANIZATIONAL  
COMMUNICATION**

**DATE: 29<sup>TH</sup> APRIL 2019  
1300HRS**

**TIME: 1100 -**

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## **INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other TWO questions

*This paper consists of **TWO** printed pages. Please turn over*

1. (a) Define the concept of organizational communication  
(b) Why is it important to students of communication and public relations/journalism?  
(c ) Identify and discuss TWO channels of communication  
(TOTAL 30 MKS)
2. Leadership approaches are important in any organization. Give TWO reasons why they are important. Discuss any useful approach.  
(20 MKS)
3. What is grapevine communication? Discuss any TWO disadvantages of this kind of communication.  
(20 MKS)
4. Many chief executives use non-verbal communication in their interaction with employees. Discuss its usefulness in communication.  
(20 MKS)
5. Discuss any TWO emerging issues in organization.  
(20 MKS)

**//END**