



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
BSc COMMUNICATION & PUBLIC
RELATIONS**

**COURSE CODE: CMM 408
COURSE TITLE: ORGANIZATIONAL
COMMUNICATION**

II

DATE: 15TH APRIL, 2019

TIME: 8.30AM-

10.30AM

Answer question ONE and any other TWO questions

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

Question 1

i. Define the term organizational communication briefly and give three reasons why organizational communication is critical for effective performance of organizations.

(15 marks)

ii. Discuss why organizational structures are essential in organizations. Identify any 2 types and discuss their relevance in organizational performance.

(15 marks)

Question 2

There are several networks of communication in organizations. Identify any 2 and describe their advantages and disadvantages.

(20 marks)

Question 3

The language of Diplomacy and the language of formality and informality are critical in both written and spoken messages depending on the situation.

a. Write a paragraph on each of the above "forms". Pick on a topic of your choice

The first paragraph should be an example of the language of Diplomacy.

(10
marks)

The second paragraph should be an example of the language of formality.

(5 marks)

The third paragraph should be an example of the language of informality

(5 marks)

Question 4

Training is important in organizational performance. Discuss (20 marks)

Question 5

Discuss why leadership is important in organizational performance. What type of leadership in your view is critical for effective organizational performance?

(20 marks)

Question 6

Discuss any 2 emerging issues in organizational communication. (20 marks)

//END