



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: 29TH APRIL 2019

TIME: 1100 – 1300HRS

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)

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