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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