



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER

**SCHOOL OF ARTS, HUMANITIES SOCIAL
SCIENCES AND CREATIVE INDUSTRIES**

COURSE CODE: LAC 2210-1

**COURSE TITLE: LANGUAGE AND INTERNAL
CORPORATE COMMUNICATION**

DATE: 22/4/2024

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Question **ONE** is compulsory

Answer any other **TWO** questions

This paper consists of printed pages. Please turn over.

1. (a) Explain the importance of Internal corporate communication.
(12 marks)

(b) Briefly outline the history of internal communication. (18 marks)

2. Describe the role of the following in internal corporate communication:

(a) The Chief Executive Officer (CEO)

(b) The manager

(c) Employees

(15 marks)

3. Discuss the following terms as used in internal communication:

(a) Organizational structure

(b) Culture and communication

(c) Climate

(15 marks)

4. Examine any five most common challenges encountered in internal communication.

(15 marks)

5. Explain any five ways of measuring internal communication value.

(15 marks)

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