



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN COMMUNICATION**

MAY- AUGUST 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE : COM 401

COURSE TITLE: ORGANIZATIONAL COMMUNICATION

LECTURER: GEORGE ONGINJO

Total Marks (40)

Section A – Compulsory Question (10 marks)

Question One

Jan Davis, communications manager for Kingfisher Retailers, was stunned. Megan Drake, president of Kingfisher, had just announced during an employee teleconference broadcast by satellite to over forty stores that she believed Kingfisher was losing its competitive edge in the electronics market and would have to engage in significant restructuring. Jan knew, of course, that revenues for the last two quarters had not met expectations and that Megan was upset. But to announce her displeasure and hint at major changes without a plan in place was dangerous for Kingfisher and for Megan herself. At the end of the conference, Megan knew she had made a mistake. She told Jan she was tired and angry at the lack of action from her senior vice presidents. She knew she should not have announced her concerns to the employees but had done so in an uncharacteristic fit of temper. Megan asked Jan what she should do next.

Questions for Discussion

1. If you were Jan, what would you suggest? **(2marks)**
2. What should Megan do next with regard to her senior leadership? **(2marks)**
3. What happens when anger, fatigue, or a host of other circumstances contributes to individuals saying publicly something they immediately regret? **(3marks)**
4. Should Megan hold another teleconference to put her concerns in context? Why? Why not? **(3marks)**

Section B - Answer any three questions (30 marks)

Question Two

Using the Hierarchy of Needs Theory as developed by Abraham Maslow as your reference, describe your intrapersonal experience in an organization or institution that you were part of **(10 marks)**.

Question Three

- a) Explain **two** theories of leadership and management how they can be used effectively to boost the organization's communication. **(4 marks)**
- b) Using **three** relevant examples differentiate leadership from management, as an organizational communication student **(6 marks)**

Question Four

In any organization or institution, different groupings will always exist, either formally or informally. Using relevant examples, discuss **five** different types of groups that exist at PAC University as an organization **(10 marks)**.

Question Five

- a) For there to be effective communication, key competencies are required. Discuss **two** competencies that are required for an organization to thrive. **(4 marks)**
- b) Giving practical examples, explain three major perspectives or schools of organizational thought as learned in the Organizational Communication class. **(6 marks)**