



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC3203: GROUP DYNAMICS AND COMMUNICATION

Date: Friday 22nd April 2021

Time: 15:00 – 17:00

Instructions

1. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question 1

- a) Salovey and Mayer (1990) define emotional intelligence as the “ability to monitor and regulate one’s own and other’s feelings, and to use feelings to guide one’s thinking and action”. Daniel Goleman further breaks down Emotional Intelligence into five distinct domains. Clearly expound on these five domains, demonstrating their relevance to healthy group dynamics. (15 Marks)
- b) Describe the phenomenon of groupthink within an organization and its effects on general team performance. (10 Marks)
- c) Depending on how it is handled, conflict may be healthy or unhealthy for teams. Discuss two advantages and two disadvantages of conflict. (5 Marks)

Question 2

- a) With clear examples, explain Tuckman’s five stages of team development. (10 Marks)
- b) Distinguish between primary groups and secondary groups, and highlight at least 2 characteristics of each of these groups. (5 Marks)

Question 3

In not less than 700 words, create: a) a narrative or b) a dialogue scenario where a team portrays group cohesiveness. (15 Marks)

Question 4

- a) Using 3 clear examples, assess the validity of this statement: ‘Understanding group dynamics and communicating effectively are functions of sound leadership, whether one holds an official leadership position or not’. (7 Marks)
- b) Discuss four roles that individuals can play in groups, supporting your answer with clear examples. (8 Marks)