



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION

BAC 3203 GROUP DYNAMICS AND COMMUNICATION

Date: Monday, 9th March, 2020

Time:13:00 - 15:00

Instructions

- 1. This examination comprises FIVE questions**
- 2. Question ONE is compulsory**
- 3. Answer any other TWO questions**

QUESTION ONE

Read the following excerpt then answer the questions that follow

The CEO of an international trading company has appointed a team to come up with a draft strategy to guide its international trade operations in a rapidly changing international trade.

The team includes a no-nonsense lady who is a go-getter, highly intelligent, meticulous, opinionated and a workaholic. She has served all her years in management from a management trainee to her current position of General Manager, strategy.

The other member is General Manager operations. He is not overtly ambitious, lacks self-initiative, more comfortable running personal errands and favours for his superior at the expense of executing his role as General Manager operations. It is

rumored that his promotion to current promotion was a reward for his loyalty to a former CEO.

Also among them is one who is a devoted christian and “prayer warrior”. He is considered a purist, and highly ethical but with little regard for those of a weaker faith. He is a below average performer but highly respected for his stand on unethical issues and other misconduct. He is the oldest among the team

The other two members are quiet and reserved managers who are highly regarded experts in international trade. They have been in with the organisation for only five years. It is important to note that the team has never worked together on any project.

The first agenda of the team is appoint one of them as the chair of the team. This first meeting will be chaired by the CEO.

Questions

- 1) Describe the likely scenario in the following parts of the group formation process: **(12 marks)**
 - i) Forming
 - ii) Storming
 - iii) Norming
 - iv) Performing
- 2) Provide **two** instances where power likely to manifest itself in the interactions in this group. **(4 marks)**
- 3) Explain **three** obstacles that are likely to affect the effective performance of this group. **(6 marks)**
- 4) From the excerpt, explain the meaning of the following three concepts: **(6 marks)**
 - i) Triad
 - ii) Isolates
 - ii) Scapegoats
- 5) Indicate who is likely to be appointed chair of the team. Give a reason for your answer. **(2 marks)**

QUESTION TWO

- a) Describe three differences between teams and groups (**9 marks**)
- b) Explain three essential communication skills for a group leader (**6 marks**)

QUESTION THREE

- a) Discuss three ways how gender may affect communication in groups with both female and male (**9 marks**)
- b) Explain three ways how communication be used to effectively navigate the storming stage (**6 marks**)

QUESTION FOUR

- a) Explain two shortcomings each for the **Maypole** and **round-robin** patterns of group communication (**6 marks**)
- b) i) Explain the two types of groups (**4 marks**)
 - ii) Discuss two roles of groups (**5 marks**)

QUESTION FIVE

- a) Discuss three cultural challenges that may affect communication in groups (**9 marks**)
- b) Evaluate the effectiveness of communication in minimising group think (**6 marks**)