



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHALOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 2202: ORGANIZATIONAL BEHAVIOUR AND COMMUNICATION**

Date: Tuesday 5th March 2019

Time: 14:15 – 16:15

Instructions

- 1. This examination consists of FIVE questions.**
- 2. Answer Question ONE (COMPULSORY) and any other TWO questions.**

Question One

Your organization is planning to rebrand and reposition itself in the East African Community economic regional block. As the Director of Corporate Affairs and Communication, you are expected to play a critical role in this project.

- Define the term communication strategy (3 marks)
- Explain areas of focus for the strategy. (2 marks)
- Discuss any 5 Steps in Communication strategy planning. (15 marks)
- Describe how you would use relevant communication channels in this task.
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- (10 marks)

[Total 30 Marks]

Question Two

“The unit Organizational Behaviour and Communication should ideally be taken by students doing business studies. A Bachelor of Arts in Communication (BAC) student should instead concentrate on public relations and journalism.” Discuss your answer making reference to any two of the following:

- Why organizational communication?
- Need to manage organizational communication

c) Communication competences in the work place

[15 marks]

Question Three

“Organizational culture consists of shared beliefs, norms, practices and values that members of an organization use in their interactions with both internal and external issues and concerns. Organizational culture regulates and guides members’ behaviour in their day-to-day activities.”

Using the above quotation, discuss Strathmore University’s core culture in term of the following:

- a) Assumptions and values.
- b) Emblems, rituals, and rites.
- c) Stories and myths.

[15 Marks]

Question Four

“Power is the ability of a person or group to cause another person or group to do something they might not have done. The use of power is the principal means of directing and controlling organizational goals and activities.”

Discuss any three sources of power and influence in an organization. Illustrate your answer with relevant examples in each case.

[15 Marks]

Question Five

Strathmore University uses a variety of teaching methods as a means to effective learning. One such method is the use of teams or group work. As a Team Leader, describe how you used the five stages in the team development process in making a group presentation

[15 Marks]