



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SECOND SEMESTER EXAMINATION

BAC 2202: ORGANIZATIONAL BEHAVIOUR AND COMMUNICATION

Date: 21st March 2022

Time: 15:30 – 17:30

Instructions

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

Question 1

(30 Marks)

“Culture is something that is difficult to define, yet everyone recognizes it when they experience it. Every organization, whether consciously or unintentionally created, has a culture. This culture comprises the set of values, goals, ethics, and expectations that guide and affect employee conduct.”

In relation to the quotation above, answer the following questions:

- (i) Define what is meant by organizational culture. **(3 marks)**
- (ii) Discuss four functions of organizational culture from the perspective of a communications professional. **(2 marks each)**
- (iii) You are in charge of inducting 25 recently recruited members of staff. As the Director of Communications, explain how you would use the concept of "Observable Culture," in carrying out the task. **(10 marks)**
- (iv) “Organizations must respond to changing environments in order to remain sustainable.” Compare and contrast the following three models of planned organizational change. Illustrate your answer with relevant examples **(3 marks each)**
 - a. Lewin’s Change Model
 - b. Action Research Model
 - c. Positive Change Model

Question 2**(15 Marks)**

Your organization is planning to launch a new product. As the Strategic Communications Manager, the Management Council has asked you to advise on what the organization needs to do in order to achieve a successful product launch. Your organization is planning to launch a new product. As the Strategic Communications Manager, the Management Council has asked you to advise on what the organization needs to do in order to achieve a successful product launch. Illustrate your answer using the Strategic Communication Planning steps.

Question 3**(15 Marks)**

Discuss two contributions of the Scientific Management Theory and Contingency Theory to organizational behaviour and communication respectively.

Question 4**(15 Marks)**

The Management Council of your company recently appointed you as the Communication Champion. Your immediate task is to reorganize the communication function in the company. Discuss what you would do to improve communication in the company using the three strategies listed below:

- a) Purpose-Directed approach
- b) Strategic Conversations
- c) Methods