



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SECOND SEMESTER EXAMINATION
BAC2202: ORGANIZATIONAL BEHAVIOUR AND COMMUNICATION**

DATE: 20th March 2025

TIME: 13:30 – 15:30

Instructions

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

Question 1

(30 marks)

- i. Justify why a Bachelor of Arts in Communication degree student should study organizational behaviour. In your answer discuss the key elements of Organizational behaviour. **(10 Marks)**
- ii. Compare and contrast the Classical Scientific Management Theory by Frederick W. Taylor with the Behaviouristic Theory by B.F. Skinner. Explain how these theories influence organizational behaviour and communication. **(10 Marks)**
- iii. Discuss the relevance of studying disciplines such as **psychology, sociology, anthropology, economics, and political science** to the unit Organizational Behaviour and Communication. **(10 Marks)**

Question 2

(15 marks)

BrightCom Media Ltd., a leading communications firm, is expanding its operations within the East African Community (EAC), with offices in Kenya, Uganda, Tanzania, South Sudan, Rwanda, and Burundi, Somalia and the Democratic Republic of Congo. While the expansion promises new markets and opportunities, the company is grappling with internal communication challenges. The regional offices face issues on coordinating projects, leading to delays, conflicting priorities, and misunderstandings rooted in cultural and linguistic diversity. Furthermore, employees feel disconnected from the headquarters in Nairobi, and there is growing tension due to poor communication and mistrust of management.

As the Communications Manager and Champion, describe how you would align the company's EAC integration goals, while addressing the communication barriers and fostering unity across regional offices.

Question 3**(15 marks)**

Discuss how a Communications Director would utilize seven bases of power to influence organizational decisions and improve communication flows.

Question 4:**(15 Marks)**

Analyze how a Communications Director would navigate organizational politics using political strategies and tactics to achieve both personal and organizational goals. Support your answer with relevant examples.

Question 5**(15 marks)**

Evaluate how a Communications Director could manage conflicts in an organization using different conflict resolution strategies. Refer to relevant theories and models in your answer.