



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION (BAC)
END OF SEMESTER EXAMINATION
BAC 1203: INTERPERSONAL COMMUNICATION

Date: 21st March 2022

Time: 08:00 – 10:00

Instructions

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

Question 1 (30 marks)

Read the case below and answer the questions that follow.

The Conflict

In a large publishing company in Kampala, a young woman, Keza, was hired as a Public Relations assistant in the company, as part of a bigger team. Seven other employees worked on this team, including the Director of PR named Mugisha. Keza had worked there for about a month when she and her fellow co-workers went for happy-hour after work. Everybody had a great time but Mugisha had consumed a fair amount of alcohol. When everybody was leaving the bar to head home, Mugisha, who had been secretly attracted to Keza since she started work at the company, hailed a cab and offered to share the ride with Keza. Keza accepted the offer. Once she was inside the cab, Mugisha then suddenly made an aggressive sexual advance toward her. Horrified, Keza pushed him away and told him to get out of the cab. Mortified, Mugisha slinked out of the cab.

The next day, Keza came to work with some apprehension. How would she deal with Mugisha? Would the cab incident affect her job? Although Mugisha did not supervise her, would he try to get her fired? Mugisha immediately went to her office and apologized for his extremely inappropriate behavior in the cab. Relieved at his apology, Keza decided not to pursue the matter through any formal channels in the office. She figured that since Mugisha apologized, there was no need to dwell on the incident. After all, Keza was a new employee, still in the process of learning the office politics and proving herself as being a competent practitioner. She did not want to rock the boat or bring negative attention to herself.

Everything would have been okay if Mugisha had stopped at just one sincerely expressed apology. However, whenever he found himself alone with Keza, Mugisha apologized again. And again. He said he was sorry about the incident at every opportunity he had for three months. This constant apology was awkward and annoying to Keza.

Ironically, by Mugisha apologizing continuously for his unwanted attention in the cab, he was foisting another form of unwanted attention upon Keza. When he first started apologizing, Keza told him that "it was okay". After three months of many apologies, she reached a point where she asked him to stop apologizing, to no avail. Frustrated, she confided in a few co-workers about her unusual dilemma. Consequently, these co-workers lost respect for Mugisha.

Although the cab incident was not common knowledge in the office, Mugisha sensed that others knew about it by the way they interacted with him. The incident became the office "elephant" that the employees "in the know" saw, but didn't explicitly acknowledge. Meanwhile, Keza was tired of hearing Mugisha apologize and her feelings of discomfort increased. So when another position opened up in another division of the company, she applied for the job and was transferred to be a supervisor of sales. She loved the company, enjoyed working in the communications field and is a hardworking woman.

In addition, in her new position, she didn't have Mugisha bothering her anymore. But she was unhappy with her new job. The work was very boring. She didn't work as well with her co-workers as she did in the previous journal (excepting Mugisha). She realized that she really enjoyed her old job. She began to regret her decision to avoid the conflict with Mugisha by moving to the new job.

In an effort to seek advice as to how to solve her problem, Keza decided to consult with the company ombudsman.

1. Briefly explain the cognitive dissonance theory in relation to personal conflict and cite an example from the case of how the theory is exemplified. **(10 marks)**
2. "The best way to deal with conflict is not to avoid it." Define conflict and discuss this statement, especially in what the ombudsman may have said. **(6 marks)**
3. Draw the conflict continuum exemplified in this case study. **(5 marks)**
4. Exemplify three (3) specific interpersonal communication competences required by any three actors mentioned in this case. **(9 marks)**

Question 2 (15 marks)

Write a brief case study of an interpersonal communication scenario in your context as a student.

- a) Discuss 2 theories (not the ones mentioned in this paper) in Interpersonal Communication. **(7.5 marks)**
- b) Show how the theories are helpful in either explaining or understanding or resolving the scenario discussed. **(7.5 marks)**

Question 3 (15 marks)

“Impression management is actually not a bad thing.” Write notes on Impression management making distinct arguments on the pros, cons, any justifications, and applications, using relevant examples.

Question 4 (15 marks)

“In developing excellent interpersonal competence, one must first understand themselves.” Discuss the relevance of this statement and be careful to use either the Johari Window or the 4 /5 Temperaments.