



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
BACHELOR OF ARTS IN COMMUNICATION  
BAC 3203: GROUP DYNAMICS AND COMMUNICATION  
END OF SEMESTER EXAMINATION**

**Date: 5<sup>th</sup> March 2024**

**Time: 15:30 -17:30**

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**Instructions**

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

**QUESTION ONE**

**(30 marks)**

It is the start of a new semester. In one of the common units, your lecturer asks the class to form groups that will be used for group work throughout the semester. The lecturer's instructions are that each group must comprise members taking the different degree programmes offered in the school. Group members should also not have worked together previously.

- A) Based on material covered within the unit, give two reasons why group dynamics effects will hinder or aid the success of the various groups.  
(5 marks)
- B) Describe how the following interactions will apply to the groups formed. (5 marks)
  - i. Relationship/socioemotional interaction
  - ii. Task interaction
- C) Explain the group formation process that will help the groups get a structure and function properly. (15marks)
- D) Demonstrate how the communication climate in the groups will impact on the group's success. (5 marks)

## QUESTION TWO

A) The “babble effect” has been described as one of the most important predictors of how groups select leaders. Explain. (3 marks)

B) Describe the following leadership models: (12 marks)

- i. Trait/personality
- ii. Behavioural
- iii. Situational
- iv. Contingency

## QUESTION THREE

A) Illustrate how trust affects communication in a group or team. (5 marks)

B) Discuss how emotional intelligence impacts groups/teams. (6 marks)

C) Outline FOUR communication skills important in group communication. (4 marks)

## QUESTION FOUR

A) Differentiate between negative and positive conflict. (5 marks)

B) Using an example for each describe five approaches that groups use to resolve conflict. (10 marks)

## QUESTION FIVE

A) With an example, demonstrate how unequal power in a group changes group dynamics. (4 marks)

B) Describe the following power styles as they affect group members: (6 marks)

- i) Aggressive
- ii) Passive

C) Assertiveness has been described as the most appropriate power style in teams. Give two reasons why assertiveness encourages better communication in groups. (5 marks)