



Strathmore
UNIVERSITY

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

Date: 12th March 2024

Time: 13:00 – 15:00

Instructions

1. This examination consists of **FOUR** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
3. The content of all your responses to essay questions will be graded in terms of the accuracy, completeness, and relevance of the ideas expressed.
4. The form of your answer will be evaluated in terms of clarity, organization, correct mechanics (spelling, punctuation, grammar, capitalization), and legibility.

Question 1

The County Government of Perpetua is planning to undertake an Urban Slums Upgrading project. As the County Government Director of Communications and Corporate Affairs, you have been assigned the task of developing a Corporate County Communication Strategy that will be part of the Bid Proposal to the UN Habitat for funding. Using the ten-step communication strategy framework, discuss how you would undertake the task.

(3 marks for each step total 30 marks)

Question 2

(15 marks)

You enrolled in the Bachelor of Arts in Communication to pursue media studies. You were confronted with a unit entitled “organizational Behaviour and Communication.”

- i. Discuss the importance of studying organizational behaviour and communication for a student specializing in communication. **(3 marks)**
- ii. Examine how understanding organizational behaviour enhances communication skills within professional settings. **(3 marks)**
- iii. Explain the role of effective communication in organizational dynamics. **(3 marks)**
- iv. Describe impact of communication strategies on organizational culture **(3 marks)**
- v. List the impact of communication strategies on change management **(3 marks)**

Question 3**(15 marks)**

- i. Compare and contrast three Classical Organizational Theories you have studied in this unit. **(3 marks for each Total 9)**
- ii. List their limitations. **(3 marks)**
- iii. Explain their relevance in modern organization. **(3 marks)**

Question 4

You were recently promoted to the position of Director of Communication and External Relations in a private university experiencing organizational change. Analyze any five strategies you would use in dealing with the impact of social media and artificial intelligence in organizational communication. **(3 marks each total 15 marks)**