



Strathmore
UNIVERSITY

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

DATE: 20th March 2024

TIME: 08:30-10:30

Instructions

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

QUESTION ONE

Read the following scenario and answer the questions below:

In their final year at university, students in a communications course were tasked with designing and executing an advocacy campaign for a local cause. The group chose "Reducing Plastic Waste on Campus" as their theme. The team comprised: Musa, a natural leader and confident speaker who often takes charge; Zara, a creative thinker who excels at generating ideas but struggles with structure; Kwame, a detail-oriented planner who prefers clear guidelines and deadlines; Lila, a team player with strong social connections, responsible for outreach and partnerships; and Ahmed, a reserved yet tech-savvy member responsible for social media content and campaign analytics. While the team has diverse talents, their personalities and communication styles are beginning to influence their group dynamics.

A) Describe **THREE** ways in which leadership in the team can be constituted so as to make all team members feel motivated and valued. (6 marks)

B) Every group goes through different stages of development. Based on Tuckman's model (Forming, Storming, Norming, Performing), at what stage do you think the team currently is? Justify your answer with examples from the case study. (5 marks)

C) Differences in work styles and communication preferences can create tension in groups. Identify a potential conflict that might arise among the team members and suggest two ways to resolve it constructively. (5 marks)

D) Discuss FOUR communication strategies that the team should implement to ensure clear and effective collaboration, considering their different personalities and skills. (8 marks)

E) Team cohesion and motivation play a crucial role in the success of a project. What steps can the team take to build a positive team culture that fosters motivation, trust, and productivity? (6 marks)

QUESTION TWO

Influence can significantly impact the development or dissolution of a group.

A) With examples, illustrate how the positive use of influence contribute to a group's success. (6 marks)

B) Demonstrate how negative influence can lead to conflict or the breakdown of a group. Use examples to support your answer. (5 marks)

B) Differentiate the two: (4 marks)

i) Informational Influence

ii) Interpersonal influence

QUESTION THREE

A) Power dynamics play a crucial role in group communication and decision-making. Discuss the following types of power - legitimate, expert, referent, coercive, reward - can influence communication within a group. (10 marks)

B) Outline two ways in which power can be use to foster collaboration in a group. (5 marks)

QUESTION FOUR

A) With an example, define groupthink. (3 marks)

B) Describe any THREE ways in which groupthink might affect the group's success. (6 marks)

C) With examples, explain the following terms: (6 marks)

- i) Group cohesion
- ii) Social loafing
- iii) Member Roles
- iv) Individual roles
- v) Social identity
- vi) Task interaction

QUESTION FIVE

Basing your answer on the Group Dynamics project you undertook for this unit, answer the two questions below:

- A) Describe the type of leadership style(s) employed by the leader (s) in the group. (5 marks)
- B) Outline the power dynamics that played out in the group. (4 marks)
- C) Identify any TWO communication issues that arose during interactions among group members and explain how they were resolved. (3 marks)
- D) What kind of influence did the group members have over each other? (3 marks)