



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC 2202: ORGANIZATIONAL BEHAVIOUR AND COMMUNICATION

Date: Wednesday 14th April

Time: 15:00 – 17:00

Instructions

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

Question 1

(30 Marks)

Since March 2020, the Ministry of Health in Kenya has held daily briefings on the rate of infections, recoveries and mortalities arising from the COVID-19 pandemic. The Ministry has also been providing health related protocols and information to members of the public on prevention of the pandemic. The country is now experiencing an upsurge of the COVID-19 pandemic infection cases, hospitalizations and deaths. As the Communications Director at the Ministry of Health Headquarters, you are required to develop media strategies to protect and save lives.

- i. Discuss how you would use the concept of Media Richness in communicating COVID-19 prevention strategies to (a) the youth (b) parents, (c) educational institutions, and (d) members of the general public. **(18 Marks)**

Answer

- ii. As the Communications Director, you have to work with various sections and stakeholders in the Ministry of Health. Discuss the most effective communications channels you would use in mobilizing these different sectors and stakeholders to combat the pandemic. **(12 Marks)**

Question 2

(15 Marks)

Some students in the university do not see the relevance of a Bachelor of Arts in Communication student taking a unit in Organizational Behaviour and Communication. Make an argument in defence of students studying communication taking this unit.

Answer

Question 3

(15 Marks)

You were recently appointed as the Dean of the School of Communications in a multi-racial university. Evaluate the techniques you would use to overcome barriers to communication in this new position.

Question 4**(15 Marks)**

“Managers with a lot of power are able to accomplish more than managers with little power. It is therefore important for managers to understand how to increase their power.”

Illustrate how you would use any 5 bases of organizational power to improve organizational performance.

Question 5**(15 Marks)**

Strathmore University uses group work and teams as one of the instructional methods. Based on your experience as a student at Strathmore University, describe a scenario in which you demonstrated the use of the five stages of team building.

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