

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

**2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

### **THIRD YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES**

**COMM 324: ORGANIZATIONAL COMMUNICATION**

***STREAM: R***

***TIME: 2 HRS***

***DAY: TUESDAY (11.30-1.30PM)***

***DATE: 16/4/24***

**THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**

**INSTRUCTIONS:** Answer question **ONE** and **TWO** other questions

**QUESTION ONE (30 MARKS)**

- (a) What is communication? 2 marks
- (b) Discuss vertical, horizontal and diagonal forms of communication 12 marks
- (c) Illustrate the four types of grapevine communication 16 marks

**QUESTION TWO (20 MARKS)**

- (a) Discuss the meaning of the following concepts
- (i) Information
- (ii) Message
- (iii) Sender
- (iv) Channel
- (v) Receiver 10 marks
- (b) Discuss any five benefits an organization can achieve from effective communication 10 marks

**QUESTION THREE (20 MARKS)**

- (a) Identify and explain any five barriers of communication 20 marks

**QUESTION FOUR (20 MARKS)**

By use of relevant examples, explain **five ways** in which non-verbal communication can be used to enhance oral communication 20 marks

**QUESTION FIVE (20 MARKS)**

Examine the following communication structures:

- (a) Chain structure
- (b) Y structure
- (c) Wheel structure
- (d) Circle structure
- (e) Free flow structure 20 marks