

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMM 308**

**COURSE TITLE: ORGANIZATIONAL COMMUNICATION**

**DATE: 4TH JULY, 2017 TIME: 1100 -1300HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

*This paper consists of* ***TWO*** *printed pages. Please turn over.*

1. (a) In any organization, there are several aspects that contribute to

effective organizational communication. Identify any THREE and

discuss their contribution. **(15 mks)**

1. Discuss the role of grapevine communication in organizations **(10 mks)**
2. Why is the study of organizational communication relevant to students of communication and journalism. **(5 mks)**
3. Leadership styles are crucial to organizational performance. Identify any TWO and explain their relevance in organizational communication

**(20 mks)**

1. Identify any FOUR communication barriers in organizationa. Suggest solutions. **(20 mks)**
2. Discuss the vertical mode and horizontal mode in organizational communication. **(20 mks)**
3. Outline and discuss any THREE emerging issues in organizational communication. **(20 mks)**

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