

UNIVERSITY OF ESWATINI
INSTITUTE OF DISTANCE EDUCATION
BACHELOR OF EDUCATION (Adult Education) YEAR 1
FINAL EXAMINATION MAY 2019

TITTLE OF PAPER: HUMAN AND ORGANISATIONAL COMMUNICATION 11

COURSE CODE : AED 136

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS :

- 1. ANSWER FOUR (4) QUESTIONS ONLY**
- 2. ANSWER ALL QUESTIONS IN SECTION A**
- 3. ANSWER THREE (3) QUESTIONS IN SECTION B**
- 4. WRITE YOUR ANSWERS ON BOOKLET PROVIDED**
- 5. DO NOT WRITE ON THE QUESTION PAPER**

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR

Section A

This section is compulsory.

Question 1

- a) Using UNESWA as an example, discuss the micro and macro environments that affect its success. **[40 Marks]**

Section B

Answer three (3) questions only

Question 2

- a) Define organisational communication. **[5 Marks]**
b) Why is it important for a manager to have good communication skills? [5 marks]
c) Discuss the variables in the communication process. [12 marks]
d) Discuss characteristics of good feedback. [8 marks]

Total Marks: 30

Question 3

- a) 'Customer is king'. Discuss. **[10 Marks]**
b) Describe any five (5) differences between organic and mechanic structure. **[10 Marks]**
c) Examine any five (5) of the seven deadly diseases of organisational effectiveness as highlighted by Edward W. Deming (1986). **[10 Marks]**

Total Marks: 30

Question 4

- a) Discuss the seven (7) elements of organisational culture. **[14 Marks]**
b) Explain how an unstable socio-political environment can affect operations of an organisation. **[10 Marks]**
c) Give one example of the following cultural elements in your organisation.
1. Symbols
2. Rituals
3. Core values
4. Legends
5. Language
6. Patterns of Behaviour

[6 Marks]

Total Marks: 30

Question 5

- a) Using illustration, discuss several ways of improving organisational communications **[10 Marks]**
- b) Discuss problems of upward communication. **[5 Marks]**
- c) Examine the advantages of grapevine in any organisation. **[5 Marks]**
- d) Discuss any five (5) distinct roles played by members of an organisation network. **[10 Marks]**

Total Marks: 30