



SCHOOL OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DPR 2305 ORGANIZATION COMMUNICATION**
Semester & Year : January - April 2016
Lecturer/Examiner : Nanthakumar Naiker
Duration : 2 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (80 marks) : Answer all EIGHT (8) structured-type questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 6 (Including the cover page)

PART B

: SHORT ANSWER QUESTIONS (80 marks)

INSTRUCTION(S)

:There are EIGHT (8) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Illustrate and explain the Shannon & Weaver communication model. (10marks)

Question 2

2(a) State and explain FIVE (5) types of external communication used in an organization. (5 marks)

2(b) State and explain FIVE (5) types of internal communication used in an organization. (5 marks)

Question 3

Explain the FIVE (5) steps in choosing the appropriate communication channel. (10 marks)

Question 4

List the elements of communication climate. Provide detailed explanation for each element. (10 marks)

Question 5

Compare non verbal communication and written communication in the context of organizational communication. (10 marks)

Question 6

“Technology... is a queer thing. It brings you great gifts with one hand, and it stabs you in the back with the other”.

Explain the above statement with the positive and negative impacts of technology on communication. (10 marks)

Question 7

7(a) What are the benefits of face to face communication? Give FIVE (5) examples. (5 marks)

7(b) Elaborate the limitation of face to face communication. (5 marks)

Question 8

8(a) Define crisis. (2 marks)

8(b) What are the possible threats that could happen due to crisis ? (3 marks)

8(c) As a member of Crisis Management Team, elaborate your role in a crisis situation. (5 marks)

END OF EXAM PAPER