

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS
Faculty of Liberal Arts

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **COM1223 ORGANIZATIONAL COMMUNICATION SKILLS**
Trimester & Year : January - April 2019
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (20 marks) : TWENTY (20) multiple-choice questions. Answer ALL questions. Each question carries ONE (1) mark. Shade your answers in the Multiple Choice Answer Sheet provided.
PART B (80 marks) : Answer all EIGHT (8) questions given. TEN (10) marks per question. Write your answers in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- Only ballpoint pens are allowed to be used in answering the 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 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 Student Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 7 (Including this cover page)

PART B : SHORT-ANSWER QUESTIONS (80 MARKS)

INSTRUCTIONS : Answer **all EIGHT (8)** questions given. Write your answer in the answer Booklet(s) provided.

1. Explain the Creativity-Constraint Balance Approach (CCBA) to organizational communication. How do dialogues play a part in the approach? Briefly explain **TWO (2)** of the features of a dialogue. (2 marks for CCBA explanation, 2 marks for dialogues, 3 marks per feature.)

2. Read the brief scenario, and answer the question that follows:

X: Hey Y, any idea how we are going to approach the R&D (Research & Development) department to get them to think about the research that we want them to do to help improve the sales of our product?

Y: No, not really. Haven't had the time yet. Why, will there be a problem?

X: I think so. Two years ago, before you joined the company, my former team mate and I tried to get them to do a certain kind of research because we needed the information to help us improve our sales. But they were so snobbish they did not even want to hear from us, saying they were busy working on something else. But until today I haven't heard anything about this "something". And they still walk around proud and stuck up.

Y: I see. (Pause for a few seconds.) Hey, I have an idea. What if we take the bad cop-good cop approach with them?

X: Oh, you mean like in the Hollywood movies. One cop will act tough with a suspect and the other cop will act nice and kind?

Y: Yes. But we modify a bit. You will start by telling the R&D people that we have an important request for them and it will help make R&D even more successful. Then, you explain what you would like them to do research on. But I will join in and say something like: oh, maybe this is not going to work because the research is going to be rather difficult to do because many other R&Ds had tried it but not successfully. Like we try to psycho them.

X: Yeah, it's worth a try. But is it ok that we do not tell them the whole reason for why we want them to do the research for us?

Y: I think it's ok since, as you said, they are so stuck up or difficult to approach.

X: Ok, then.

Question:

What is the communication approach that X and Y plan to use to approach the R&D department to do the research they want? Explain **ONE (1)** reason for the approach. (5 marks for the name of the approach and 5 marks for the reason.)

3. Define organizational culture. Scholars and practitioners often focus on symbolic expressions or cultural elements to learn more about or to transform an organization's culture. Briefly explain **TWO (2)** of these elements and illustrate each with a specific example. (3 marks for definition and 3.5 marks per cultural element.)
4. Explain the **THREE (3)** broad leadership styles. (3 or 4 marks per component.)
5. Explain **THREE (3)** of Mumby's four functions of (Marxian) ideology (3 or 4 marks for each function).
6. What are knowledge-management (KM) systems? Management use of KM systems in organizational communication can be unethical. How so? Briefly explain **TWO (2)** ways presented by Tretheway and Corman. (3 marks for explaining the KM systems and 3.5 marks per way.)
7. Using specific examples, briefly explain **anticipatory socialization** and **organizational assimilation** in the context of organizational communication. (5 marks per socialization type.)
8. Explain ethics and morality and use an example to illustrate how they are different. Give **TWO (2)** examples of ethical communication. (2.5 marks for ethics, for morality, and for each example of ethical communication.)

END OF EXAM