



**BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS**

**FACULTY OF LIBERAL ARTS**

**FINAL EXAM**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

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Course Code & Name : **COM1223 Organizational Communication Skills**

Trimester & Year : May – August 2019

Lecturer/Examiner : Ms. Amalina Mustaffa

Duration : 2 Hours

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**INSTRUCTIONS 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 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 Students' Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 8 (Including the cover page)**

**PART B : EIGHT (8) STRUCTURED QUESTIONS (80 MARKS)**

**INSTRUCTION(S) : Answer ALL questions. Write your answers in the Answer Booklet(s) provided.**

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**Question 1**

Define organizational communication. (3 marks)

**Question 2**

Describe **FIVE (5)** Fayol's fundamental elements of management. (5 marks)

**Question 3**

a) Explain organizational crisis as defined by Coombs (1992). (2 marks)

b) Interpret the **THREE (3)** level of growth of organizational crisis as describe by Seeger, Sellnow and Ulmer (2003). (6 marks)

c) One of the most pervasive and problematic types of mistreatment in the workplace is harassment. List **FOUR (4)** types of harassment that sometimes occurs in the workplace. (4 marks)

**Question 4**

Organizational conflict can go through several phases before it becomes manifest in communicative interaction. Examine all phases of organizational conflict as discussed in class. (10 marks)

**Question 5**

Identify and explain all **THREE (3)** types of factors that influence the conflict management process. (9 marks)

**Question 6**

Maslow proposes that humans are motivated by a number of basic needs. Explain all types of needs mentioned in Maslow's Hierarchy of Needs and relate your explanation in the organizational context. (15 marks)

**Question 7**

Robert Craig proposed seven domains of communication theory about how communication works in the world. List **SIX (6)** domains of communication and explain how it can be applied in the organizational context.

(18 marks)

**Question 8**

a) Define burnout as it was first coined by Freudenberger (1974).

(2 marks)

b) The most widely adopted conceptualization of burnout has been developed by Maslach and her colleagues in their studies of human service workers. Maslach sees burnout as consisting of three interrelated dimensions. Demonstrate the **THREE (3)** dimensions of burnout according to Maslach.

(6 marks)

**END OF PART B**