



FACULTY 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 : September – December 2016
Lecturer/Examiner : Steven K C Poh
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

You are a member of a long-standing policy committee at work. The committee has been asked to come up with suggestions for a system of peer performance evaluation to be instituted during the coming year. You realize that this is an important decision and you also realize that your committee has a tendency to care more about getting along than about making a good decision. What are a few of the steps you could take in the decision-making process to be sure that the committee does not fall prey to "groupthink" and makes a high quality decision? List at least five (5).

(10 marks)

Question 3

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

Question 4

There are seven different approaches to Robert Craig's his concept of communication. List at least five (5) and briefly describe each one.

(10 marks)

Question 5

Compare non-verbal communication and written communication in the context of organizational communication.

(10 marks)

Question 6

Identify and explain any five (5) elements of communication climate that affect organizational communication.

(10 marks)

Question 7

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

7 (b) Briefly discuss the limitation of face-to-face communication. (5 marks)

Question 8

Define “media richness” and "task ambiguity" as used by media richness theorists. How do these two concepts influence media choice? Illustrate the influence of these two concepts on choice by using a specific example.

(10 marks)

END OF EXAM PAPER