

**MUEO**

**SCHOOL OF HUMAN RESOURCE DEVELOPMENT**

**DEPARTMENT OF COMMUNICATION STUDIES**

**UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**SECOND YEAR SECOND SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN PR/COMMUNICATION AND JOURNALISM**

**COURSE CODE: CMM 221**

**COURSE TITLE: VISUAL, AUDIO VISUAL AND NON VERBAL COMMUNICATION**

**Answer four questions. Question one is compulsory.**

1. **You have been invited to give a speech on The Role of Effective Public speaking to a group of Senior Executive Officers drawn from different organizations.**
2. **Describe three kinds of visual aids that might be useful for the topic and give reasons why you would use them. (15 marks)**
3. **Although there are advantages of using visual aids, there are drawbacks. Discuss five such drawbacks. (10 marks)**
4. **Communication with your audience begins before you even open your mouth. Explain three ways in which non verbal communication differs from other communication systems. (15 marks)**
5. **Due to communication apprehension, Niko avoids eye contact with the audience during speech presentation. Use examples to explain the importance of maintaining eye contact with the audience during speech presentation. (15 marks)**
6. **As the chairperson of the Mavuno Media Company you encourage young executives to make use of audio-visuals in their speech presentations. Discuss the importance of using audio-visuals during public speaking. (15 marks)**
7. **During the Annual General Meeting of a leading Media International Company, the communication manager has to use a microphone because of the large numbers. Explain how the microphone can be used effectively to the advantage of the audience. (15 marks)**
8. **Using examples from your experience as a communicator, describe how non verbal messages are used together with verbal messages. (15 marks)**



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**UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN PROJECT PLANNING AND MANAGEMENT**

**COURSE CODE: BPM/BSE 220**

**COURSE TITLE: ORGANIZATIONAL BEHAVIOUR**

**Answer questions One and other Three questions.**

**Questions ONE (28 marks)**

1. **Define the term “Organizational Behaviour”. (1 mark)**
2. **Explain the relevance of organizational behaviour to manager. (5 marks)**
3. **Discuss four types of individual values indicating how they influence behaviour in organizations. (8 marks)**
4. **Discuss four approaches to coping with stress in organizations (8 marks)**
5. **Explain three features of a sound motivational system (6 marks)**

**Question TWO (24 marks)**

1. **Using suitable examples, explain how a manager can shape behaviour of individuals within your organization. (8 marks)**
2. **Explain five reasons why individuals in an organization join groups (10 marks)**
3. **Explain three determinants of behaviour in organizations (6 marks)**

**Question THREE (24marks)**

1. **Intellectual and physical abilities are important aspects in understanding the foundation of individual behaviour. In light of this statement, discuss four dimensions of intellectual ability. (8 marks)**
2. **According to Edger Schein, all organizations shape peculiar characteristics. Discuss (6 marks)**
3. **Explain the basis on which individuals in organizations are grouped into departments. (10 marks)**

**Question FOUR (24 marks)**

1. **Using suitable examples explain five consequences of intergroup conflict in organizations (10 marks)**
2. **Discuss the relevance of organizational structure to managers (10 marks)**
3. **Differentiate between organic and mechanistic organization structure (4 marks)**

**Question FIVE (24 marks)**

1. **Power and politics are major determinants of Organizational Behaviour. In relation to this statement:**
2. **Define the terms “Power and Politics” (4marks)**
3. **Explain Four organizational factors that influence Political Behaviour in organizations (8 marks)**
4. **Discuss the assumptions of Theory X Theory Y that underlie management attitudes and beliefs regarding work behaviour (8marks)**
5. **Explain four factors that influence individual perception (4 marks)**

**Question SIX (24 marks)**

1. **Explain the essential features of Herzberg’s Two Factor Theory of motivation in Organizational Behaviour (8marks)**
2. **Organizational Behaviour is a discipline that is not self-sustaining and borrows knowledge from other discipline. Discuss (12marks)**
3. **Explain four levels of employee involvement (4marks)**