

“Investing in Africa’s future”

**COLLEGE OF SOCIAL SCIENCES, HUMANITIES, THEOLOGY &
EDUCATION (CSSTHE)**

NHCS 102: COMMUNICATION SKILLS 2

END OF SECOND SEMESTER SUPPLEMENTARY EXAMINATIONS

AUGUST, 2019

LECTURER: DR. P. SVONGORO

DURATION: 3 HRS

INSTRUCTIONS

Answer **ALL** in SECTION A and any **TWO** from **SECTION B**

Begin each answer on a fresh page

Marks will be awarded for clarity of expression and language use.

You are reminded to write clearly and/or legibly.

SECTION A: COMPULSORY

[20 MARKS]

Answer all questions in this section.

1. Read the text below and answer the questions which follow.

Informal communication

The grapevine is an organization's informal communication system along which information can travel in any direction. The term comes from a Civil War practice of hanging telegraph lines loosely from tree to tree, like a grapevine. In organisations, the path that messages follow along the grapevine is based on social interaction, not organisation charts.

Informal channels of communication have been recognised by many organizations as so important that they encourage and support employees' efforts to strengthen them. Employee network groups are informal groups which organise regularly scheduled social activities that promote informal communication among employees who share a common interest or concern. In many organizations, network groups- also called caucus groups- form to bring together minority employees. At IBM, Xerox, and many other large organisations, numerous caucus groups exist for members of particular ethnic groups. Caucus groups for women are also common. According to a survey of Fortune 500 companies, such groups have grown rapidly during the past decade. Participants benefit from the business information shared during meetings, as well as from the friendships they form and contacts they make. Developmental activities of female and minority employees are recognised. In view of this, never underestimate the importance of informal channels of communication.

Hellriegel, D (2004) *Organizational Communication*, Oxford: Oxford University Press Southern Africa.

- (a) Identify the word used in the text above which refers to informal communication. [2 marks]
- (b) Using information in the text above, define informal communication. [3 marks]
- (c) Basing your answer on the information provided in the text and any other of your own, state and explain any **two** reasons for the existence of informal communication in organisations. [5 marks]
- (d) State and explain any **two** major differences between formal and informal communication. [5 marks]
- (e) State **two** advantages and **two** disadvantages of informal communication. [5 marks]

SECTION B: OPTIONAL

[40 MARKS]

Answer any **TWO** questions from this section.

Question 2

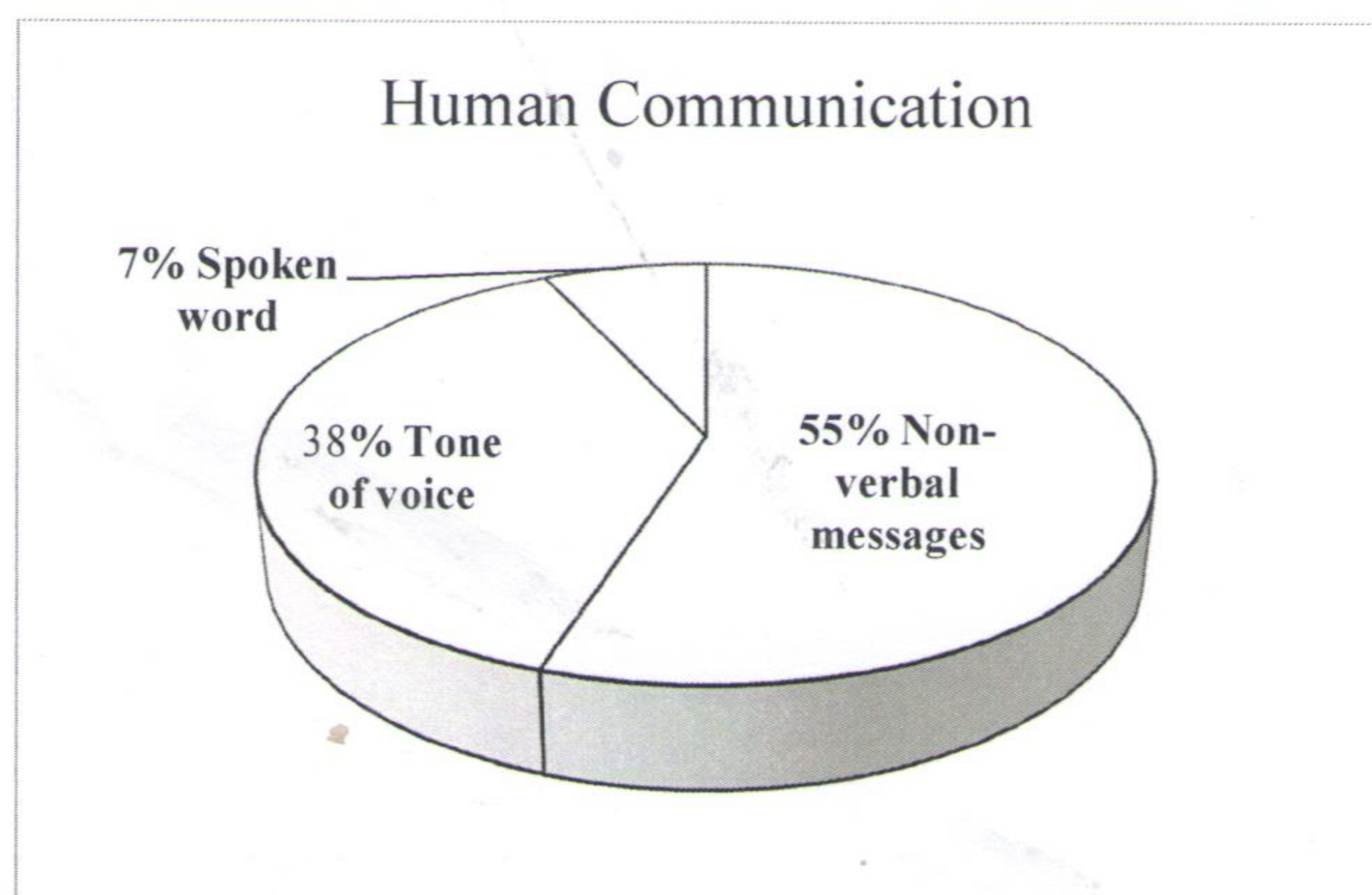
As Head of Department for the organisation you are working, you have attended a workshop on impression management. Write a report to the Chief Executive Officer highlighting the aspects of impression management you learnt at the workshop which can improve the image of the organisation.
[20 marks]

Question 3

Discuss how any **three** leadership styles can be a source of conflict in an organisation.
[20 marks]

Question 4

Study the representation of human communication below and answer the question which follows:



With reference to the representation of human communication above, discuss with practical examples, how you would use verbal and non-verbal aspects of communication in a job interview.
[20 marks]

END OF EXAMINATION