



**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES &
EDUCATION**

HEC 301: SMALL GROUP COMMUNICATION

END OF FIRST SEMESTER FINAL EXAMINATIONS

NOVEMBER, 2017

LECTURER: J. MUZAMHINDO

DURATION: 3 HOURS

INSTRUCTIONS

Answer **THREE (3)** questions in all.
All questions carry equal marks.
DO NOT repeat material.
Write legibly.

Question 1

In group communication there are basically two types of groups that can be observed in many contexts, that is primary and secondary groups. Define what is meant by:

- (i) Primary groups
- (ii) Secondary groups.

Exemplify with relevant and appropriate examples to clarify the difference.

Question 2

Identify online groups you participate in. Forums may have hundreds or thousands of members, and you may have hundreds of friends on MySpace or FaceBook, explain in detail how many you regularly communicate with. Exclude the "all-to-one" messages, such as a general Twitter to everyone (but no one person in particular). Do you find that you gravitate toward the group norm of eight or fewer group members? What factors influence your behavior? In your response make reference to Bruce Tuckman's group development model.

Question 3

Identify a group of which you are a member and identify some roles played by group members, including yourself. Have your roles, and those of others, changed over time? Are some roles more positive than others? In your response refer to Meredith Belbin's model on group roles in group communication.

Question 4

Discuss some of the major assumptions you make about people in groups which guide your own behavior as part of those groups?

Question 5

Group cohesion and climate are important dynamics within a small group. Identify and then compare and contrast a current or former small group that was cohesive and one that was not cohesive, including a discussion of how the presence or lack of cohesion affected the group's climate. You can refer to any personal experience you have had.

Question 6

Getting integrated within a group is one of the major factors in group communication. For each of the follow examples of a small group context, indicate what you think would be the ideal size of the group and why. Also indicate who the ideal group members would be (in terms of their occupation/major, role, level of expertise, or other characteristics) and what structure would work best.

- (a) A study group for your group communication course
- (b) A committee to decide on halls of residence renovation plans at Africa University
- (c) A group to advocate for more awareness of and support for abandoned children

Question 7

Groupthink is a negative group dynamic that relates to cohesion and conformity pressures. Several historic events with far-reaching and devastating implications have been analyzed through the lens of groupthink. Identify one such event then explain how groupthink played a role in the event.

Question 8

What is a possible cause of most conflicts in an organization between or among groups? Discuss some of the strategies that can be used to manage the conflict. Exemplify.

Question 9

Define what is meant by the term "theory". Identify at least three communication theories and through them clearly explain the functions and importance of theory in communication.

End of Paper