



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

**HEC 301: SMALL GROUP COMMUNICATION**

**END OF FIRST SEMESTER FINAL EXAMINATIONS**

**NOVEMBER, 2018**

**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

'There are fundamentally 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.

Use relevant and appropriate examples to clarify the difference.

### Question 2

Meredith Belbin in her communication model identifies nine group roles, or clusters of behavior in group communication.

- (i) Identify these categories
- (ii) Discuss in detail each of these categories, exemplify where possible.

### Question 3

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 4

In group communication White & Lippett identified three styles of leadership. Write analytical notes on the following leadership styles highlighting main characteristics of each style:

- (i) Autocratic;
- (ii) Democratic; and
- (iii) Laissez-faire.

### Question 5

Either

- (a) Identify a group that you have been part of at school or in the workplace. What aspects of its behavior do you feel you might have better understood if you'd had a grasp of group communication theory?

Or



- (b) 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 6

Identify a group that you have been part of and the group has to accomplish a set task. However conflict arises within the group and the task is not completed. How would you handle the group conflict that arises in this context. Identify three specific types of conflict you might have experienced and discuss which conflict management strategies might be best in each context.

#### Question 7

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 8

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

End of Paper