"Investing in Africa's Future"

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

HEC 301: SMALL GROUP COMMUNICATION

END OF FIRST SEMESTER FINAL EXAMINATIONS

NOVEMBER 2016

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

Write critical notes on the following terms as used in group communication:
(i)   Groups norms
(ii)   Group cohesion
(iii)   Group identity
(iv)   Groupthink

Question 4

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

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

Question 5

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?

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

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