

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
JOURNALISM AND MASS COMMUNICATION**

COMM 252: ORGANIZATIONAL COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/07/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Attempt question one and any other two**
- **The exam takes two hours**

QUESTION ONE 30 MARKS (COMPULSORY)

- (a) Describe the following five concepts as they are used in an organizational communication. (10 marks)

Structures, Organization, stakeholder, leadership, communication

- (b) Analyze Chuka University as an organization using the systems theory. (20 marks)

QUESTION TWO

Distinguish using examples the formal and informal organizational communication networks.

(20 marks)

QUESTION THREE

Distinguish using examples the formal and informal organizational communication networks.

(20 marks)

QUESTION THREE

- (a) Differentiate the theory X and theory Y of Management. (10 marks)

- (b) Discuss the Breugh, Macan and Grambow five-stage model for effective employee recruitment. (10 marks)

QUESTION FOUR

Analyze the connection between organizational identity, organizational culture and organizational image. (20 marks)

QUESTION FIVE

- (a) Apply the Tuckman's model of groups and teams development in real life situation of organizations. (8 marks)
- (b) Explain Chester Bernard's six rules that can help leaders create a system communication within their organization. (12 marks)
-