

**CHUKA**



**UNIVERSITY**

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**UNIVERSITY EXAMINATIONS**

**EMBU CAMPUS**

**EXAMINATION FOR THE AWARD OF  
DIPLOMA IN PUBLIC ADMINISTRATION**

**LAPA 0120: LEADERSHIP, INTERPERSONAL AND ORGANIZATIONAL  
COMMUNICATION**

**STREAMS: LAPA**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 03/12/2018**

**2.30 PM – 4.30 PM**

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**INSTRUCTIONS:**

- **ANSWER QUESTION ONE**
- **ANSWER ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

- (a) Define organizational communication. [5 marks]
- (b) Identify and explain 5 benefits of organizational communication. [15 marks]
- (c) identify and explain 5 characteristics of people who are effective in organization communication. [10 marks]

**QUESTION TWO**

Discuss in detail historical development of organization communication. [20 marks]

**QUESTION THREE**

- (a) Identify any 5 internal communication strategies that a manager can use in an organization. [15 marks]
- (b) Briefly discuss grape vine as a method of communication used in organizations today. [5 marks]

**QUESTION FOUR**

(a) Distinguish between formal and informal communication. [5 marks]

(b) Elaborate any 5 organization channels that are in use today. [15 marks]

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