

CHUKA



UNIVERSITY

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

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]
