

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN LEADERSHIP AND PUBLIC ADMINISTRATION

LAPA 0120: LEADERSHIP, INTERPERSONAL AND ORGANIZATIONAL COMMUNICATION

STREAMS: DIP LAPA

TIME:2 HOURS

DAY/DATE: THURSDAY 13/04/2023

8.30 A.M. –10.30 A.M.

INSTRUCTIONS

- **Answer question One and any other two questions**
- **Do not write on the question paper**

1. a) Define organizational communication (2 marks)
b) Explain any four advantages of small group communications (8 marks)
c) Elucidate five benefits of organizational communication (10 marks)
d) Describe characteristics of people who are effective in organization communication (10 marks)
2. a) Discuss key interpersonal aspects of communication (10 marks)
b) Explain any five barriers to effective communication in an organization (10 marks)
3. a) Elucidate five internal communication strategies that a manager can use in an organization (10 marks)
b) How is grape vine as a method of communication used in organizations today (10 marks)
4. Examine the historical development of organization communication (20 marks)

5. Discuss five types of communication channels

(20 marks)
