



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF APPLIED SOCIAL SCIENCES
HUMAN RESOURCE MANAGEMENT DEPARTMENT
ORGANISATIONAL COMMUNICATION

CODE: HHRM 122

SESSIONAL EXAMINATIONS

NOV/DEC 2019

DURATION: 3 HOURS

EXAMINER: MRS A DUBE

INSTRUCTIONS & INFORMATION

- 1. Section A is compulsory.*
 - 2. Answer ANY **three** other questions from section B*
 - 3. Total marks 100*
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SECTION A

1. With the aid of relevant diagrams, discuss the role of communication in the management of change in the organization. [25]

SECTION B

2. Evaluate the assertion that, “communication is the thread that binds an organization together”. [25]
3. “Great communicators make great leaders”. In view of this statement, discuss any **five** merits of effective organizational communication. [25]
4. Discuss the following barriers to effective communication bringing out the strategies that can be employed to overcome them.
 - a) Semantic barriers [5]
 - b) Wrong audience [5]
 - c) Environmental barriers [5]
 - d) Psychological barriers [5]
 - e) Emotional barriers [5]
5. Evaluate the role of organizational communication in the management of employee performance. [25]
6. Discuss the significance of the 7Cs of effective communication. [25]

END OF EXAMINATION