



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN PUBLIC RELATIONS

HPR 2207: ORGANIZATIONAL COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: AUG 2019

TIME: 2HOURS

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, Examination Pass and Student ID

This paper consists of five questions. Attempt question ONE (compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

- a) Identify SIX forms of formal communication (6 marks)
- b) Explain THREE directions flow of formal communication. (6 marks)
- c) Explain the THREE types of organizational structures (6 marks)
- d) Mention FIVE importance of organizational communication. (5 marks)
- e) List TWO ways of communication based on expression. (2 marks)
- f) Mention FIVE advantages of oral communication (5 marks)

QUESTION TWO

Explain any FIVE propaganda techniques.

(20 marks)

QUESTION THREE

Discuss TEN major philosophical perspectives of ethics.

(20 marks)

QUESTION FOUR

Discuss the major categories of Redding's typology of unethical organizational communication.

(20 marks)

QUESTION FIVE

a) Mention TEN uses of interpersonal communication.

(10 marks)

b) Explain FIVE types of interpersonal communication.

(10 marks)