

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION****COURSE : ORGANISATIONAL COMMUNICATION****COURSE CODE : CCM3033****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
: PART B (1 question)
2. Answer ALL questions from PART A, PART B and PART C in Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An answer booklet
4. Do not bring any material into examination hall.
5. Please write your answer using permanent ink.

MYKAD/ PASSPORT NO : _____**ID. NO. : _____****LECTURER : _____****SECTION : _____****DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO***This question paper consists of 4 printed pages including the front page.*

PART A: SHORT STRUCTURED

Instruction: Answer ALL questions.

1. Leaders in management play various roles, including setting goals, motivating teams, making decisions, and fostering innovation.
 - a. Define leadership. (2 marks)
 - b. Explain **THREE (3)** significances of leadership and management communication. (6 marks)
 - c. Explain **FOUR (4)** theories of leadership. (12 marks)(Total: 20 marks)

2. Group communication is the act of sending and receiving messages to multiple members of a group. In a business environment, groups often use this type of communication to exchange ideas, determine goals and motivate other members.
 - a. Briefly explain **FOUR (4)** characteristics of group. (8 marks)
 - b. Explain in details **THREE (3)** patterns of interaction in group communication with example. Portray an illustration for each type of patterns. (12 marks)(Total: 20 marks)

3. Organizational communication perspective examines how information flows and meaning is created within organizations. This field views communication as the fundamental process through which organizations exist and operate.

- a. Explain **TWO (2)** types of messages usually sent in an organization context and give an example for each type.

(4 marks)

- b. In an organization, every engagement within internal and external relationship drive their own functions and becomes handy in many ways. Describe **FOUR (4)** relationships functions in an organization and provide explanation with an examples for each answer.

(8 marks)

(Total:12 marks)

4. Communication networks are defining as the patterns of communication that exist between people in an organization. The can be formal or informal and they can be centralized or decentralized.

- a. State **TWO (2)** types of communication networks with examples.

(4 marks)

- c. Briefly describe **TWO (2)** benefits of having effective an communication networks in an organization.

(4 marks)

(Total:8 marks)

(TOTAL: 60 MARKS)

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PART B: LONG ESSAY

Instruction: Answer the following question.

1. As human beings, we thrive on social interaction. It's an essential part of our growth, development, and wellbeing. One of the most crucial aspects of social interaction is peer relationships. Peer relationships are those established between individuals who are close in age, sharing similar experiences, and facing a similar set of life challenges. Discuss **FIVE (5)** factors contributing to poor peer relationship.

(20 marks)

(TOTAL: 20 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER