



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 questions)
2. Answer ALL questions from PART A and PART B 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. Leadership is the influence and inspire others to achieve a common goal while management is the process of planning, organizing, directing and controlling resources to achieve organizational goals.
 - a. Briefly explain **FIVE (5)** importance of leadership and management communication
(10 marks)
 - b. Briefly explain **FIVE (5)** leadership and management challenges.
(10 marks)

(Total: 20 marks)
2. Working in groups can be used to achieve a variety of tasks, such as making decisions, solving problems, and generating new ideas.
 - a. Briefly explain **FOUR (4)** benefits working in groups.
(8 marks)
 - b. Briefly explain **SIX (6)** cultural influences on group communication on short vs long term orientation.
(12 marks)

(Total: 20 marks)
3. Organisational communication is a technical term used to describe how people within a company share information and speak to one another, their clients, and their customers.
 - a. Explain **FOUR (4)** relationship functions in an organisational communication
(8 marks)
 - b. Briefly describe **TWO (2)** types of communication networks.
(4 marks)

(Total: 12 marks)

4. Organisational communication plays a vital role in organizing functions to ensure the goals achieved by the organizations.

a. Briefly explain **TWO (2)** organizing functions.

(4 Marks)

b. State **TWO (2)** types of organization and explain with an example.

(4 Marks)

(Total: 8 marks)

(TOTAL: 60 MARKS)

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PART B: LONG ESSAY

Instruction: Answer the following question.

1. Technology in interpersonal relationships can be a powerful tool for building and maintaining relationships, but it can also have some negative consequences. Discuss **FIVE (5)** positive and **FIVE (5)** negative consequences of technology for interpersonal relationships.

(20 marks)

(TOTAL: 20 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER