



FINAL EXAMINATION

DIPLOMA IN CORPORATE COMMUNICATION

COURSE : INTRODUCTION TO ORGANISATIONAL COMMUNICATION

COURSE CODE : CCM1033

DURATION : 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
: PART B (2 questions)
2. Answer ALL questions from PART A and PART B.
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 the examination hall unless permission is given by the invigilator.
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. Understanding fundamental concepts is crucial in organizational communication. Define the following terms and provide a practical example for each:
 - a. Encoding (2 marks)
 - b. Laissez-faire Leadership (2 marks)
 - c. Organizational Identity (2 marks)
 - d. Communication Ethics (2 marks)
 - e. Diagonal Communication (2 marks)(Total: 10 marks)

2. Business ethics influences organisational decisions, credibility, and public trust, while ethical failures can cause serious reputational and legal consequences.
 - a. Define business ethics. (2 marks)
 - b. Explain **FOUR (4)** ethical lapses in business ethics. (8 marks)(Total: 10 marks)

3. Effective leadership contributes to organisational success by shaping behaviour, decision-making, and the continuous development of leadership skills.
 - a. Define leadership. (2 marks)
 - b. Explain **FOUR (4)** ways to develop leadership skills. (8 marks)(Total: 10 marks)

4. Group dynamics play a significant role in organisational functioning, particularly in shaping decision-making and the structure of groups within an organisation.

a. Define groupthink.

(2 marks)

b. Explain **FOUR (4)** types of groups found in organization.

(8 marks)

(Total: 10 marks)

(TOTAL: 40 MARKS)

PART B: SHORT ESSAY

Instruction: Answer ALL questions.

1. The concept of identity in the workplace is important for understanding employee roles, relationships, and professional behaviour in organisational settings. Explain **FIVE (5)** types of identity in the workplace. Provide an example to support your answer.

(10 marks)

2. The importance of identity in the workplace lies in its impact on employee engagement, role clarity, and organisational culture. Explain **FIVE (5)** importances of identity in the workplace and provide an example to support your answer.

(10 marks)

(TOTAL: 20 MARKS)

(TOTAL: 60 MARKS)

END OF QUESTION PAPER