



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 (3 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 3 printed pages including the front page

PART A: SHORT STRUCTURED

Instruction: Answer ALL questions.

1. Define the following terms below and provide example for each:
 - a. Formal Communication (2 marks)
 - b. Downward Communication (2 marks)
 - c. Laissez-faire (2 marks)
 - d. Secretaries (2 marks)
 - e. Democratic (2 marks)(Total: 10 marks)

 2. Organizational communication refers to the communication that takes place between people who are working towards common goals within an organization
 - a. Define upward communication. (2 marks)
 - b. Briefly explain **FOUR (4)** methods of upward communication. Provide example for each answer. (8 marks)(Total: 10 marks)

 3. A leadership style refers to a leader's methods and behaviors when directing, motivating, and managing others.
 - a. List **FIVE (5)** Laissez-faire Leadership Styles. (5 marks)
 - b. List **FIVE (5)** Democratic Leadership Styles. (5 marks)(Total: 10 marks)
- (TOTAL: 30 MARKS)

PART B: LONG ESSAY

Instruction: Answer ALL questions.

1. A good leader should have integrity, self-awareness, courage, respect, empathy, and gratitude. They should be learning agile and flex their influence while communicating and delegating effectively. Discuss **FIVE (5)** qualities of good leaders in organization. Provide example for each quality.

(10 marks)

2. Diversity in the workplace refers to an organization that intentionally employs a workforce comprised of individuals with a range of characteristics, such as gender, religion, race, age, ethnicity, sexual orientation, education, and other attributes. Explain **FIVE (5)** benefits of diversity in the workplace. Provide example for each benefit.

(10 marks)

(TOTAL: 20 MARKS)

(TOTAL MARKS: 50 MARKS)

END OF QUESTION PAPER

