



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

(FILM & THEATRE STUDIES)

CCM 320: ORGANIZATIONAL COMMUNICATION

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTIONS:

1. (a) Define the term 'Organizational Communication'. (2 marks)
 (b) Explain in eight points significance of organizational communication in enhancing organizational effectiveness. (8 marks)
 (c) Compare and contrast classical and contemporary theories of organizational communication, citing real-world application of each. (20 marks)
2. Analyze common communication barriers in team settings and propose effective strategies to overcome them. (20 marks)
3. Elaborate the impact of technological advancements on organizational communication, focusing on both benefits and potential challenges. (20 marks)
4. Elucidate the role of effective communication in managing organizational crises and minimizing reputational damage. (20 marks)
5. Differentiate between formal and informal communication channels in organizations and discuss their respective advantages and disadvantages. (20 marks)