

(7.5)

Answer all questions in the spaces provided

1. Indicate the type of organizational communication pattern that is described by each of the following communication contexts (5 marks)

S/N	Statement	Route
i)	Heads of accounting department from different UDSM colleges exchanging ideas among themselves during the annual UDSM accountants' meeting	Horizontal communication ✓
ii)	The management has decided to sack one of the workers in Education department. The information reaches to other workers even before it is announced officially	Grapevine communication ✓
iii)	A notice pinned on the wall to warn people of the possibility of an earthquake	Downward communication ✓
iv)	The Head of Department shares sensitive information with the VC without routing it to the school dean	Horizontal communication ✓
v)	The Safety Department circulates a manual to workers about how to operate a fire extinguisher	Downwards communication ✓
vi)	A secretary overhears the conversation among the top management and shares the information with a colleague in another department	Grapevine communication ✓
vii)	The class representative investigates a matter in the seminar sessions and submits a formal report to the Course Coordinator	Upwards communication ✓
viii)	The Principal (MUCE) visits Main Campus and on his way back, she calls a meeting with her management team about the techniques of improving classroom attendance	Vertical communication ✓
ix)	The Principal (COAF) sends an email to the Principal (COET) asking whether COAF students are undertaking workshop training	Horizontal communication ✓
x)	The management communicates to the newly employed staff about their job description and performance standards	Downward communication ✓

(3.5)

2. The following expressions indicate different functions of nonverbal communication. What function/role does each of the expression serve? (2.5 marks)

S/N	Explanation	Role/Function
i)	Pounding your hand on the table while saying 'listen to me'. <i>complementary</i>	This shows that person is <i>angry</i>
ii)	A student is about to make an oral presentation to the class, despite his trembling hands and perspiring forehead says 'I'm not nervous' <i>contradictory</i>	Student is in stress <i>he/she</i> trying to hide his <i>fear</i>
iii)	The supervisor who, when asked a question by an employee, leans forward with a hand cupped behind one ear.	This shows that person <i>did not hear what supervisor said</i>
iv)	The CEO congratulates her workers through writing and offering hugs and gifts to the workers.	The CEO is very happy <i>may be his business</i>
v)	The child whose eyes are downcast and shoulders are rounded as she says, 'I am sorry for breaking the cup'. <i>complementary</i>	The child is <i>guilty</i> <i>complementary</i>

*repeating*



vi)	A chairperson in a meeting is using eye contact or hand gesture to indicate whose turn it is to speak	Subst	giving instruction
vii)	When one hugs you instead of saying thank you	Subst	Is very happy
viii)	The little boy hides behind his mother as he says, 'I am not afraid of the dog'	contradictory	The boy is afraid but trying to hide his fear
ix)	The company's CEO receives the guest of honour with a smile and with an exciting tone says, 'I am pleased to meet you'	complementary	happy to see them (welcoming)
x)	The teacher asks a question and fails to wait for a response and moves to the next point		Shows that teacher is very serious and lack of patience

3. Provide a technical term associated with each of the following explanations/expressions (2.5 marks)

S/N	Explanation	Term
i)	Fear of public speaking	glassophobia
ii)	A process of interpreting a received information	leading
iii)	A form of presentation that an environmental engineer can use during a presentation on environmental impact assessment in a tendering board	Visual aid communication
iv)	Communication through distance and space	proxemics
v)	An emotionally charged audience that is not ready to listen or understand a presenter	Hostile audience
vi)	A form of speech delivered without paying close attention to a written note	Impromptu / extemporaneous
vii)	Repetition of words or phrases during communication	circumlocution
viii)	A level of communication where a person can be making a self-meditation	Intrapersonal communication
ix)	A state in writing process where one is totally stuck in the process	writer's block
x)	A speech meant to persuade people change behaviour or attitudes towards something	Persuasive speech

4. Assume you having been asked to make a presentation about investment Web Design. Show how each of the following audience types will influence your presentation. (4.5 Marks)

i) Uninformed audience

The presentation should be clear and also easy words should be used because maybe they don't know anything about web design hence i will make the use and define and word which maybe hard for them.

ii) Hostile audience

Trying to make presentation so funny to them, this will make them to be able to listen.

iii) Informed audience

Since the audience are informed hence the presentation will be according to their level of understanding, if they know the much about web design hence presenting according to their knowledge.