

COMMONWEALTH OF AUSTRALIA

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Family Name	
Given Names	
Student Number	
Teaching Period	Semester 2 Special/Summer Semester, 2016

FINAL EXAMINATION	DURATION
COM510 – Advanced Business Communications	Reading Time: 10 minutes
	Writing Time: 180 minutes

INSTRUCTIONS TO CANDIDATES

This exam has two sections:

Section A: This section is worth 15 marks. Answer **all five** Short Answer Questions. The suggested time allocation is 90 minutes.

Section B: This section is worth 20 marks. Answer **both** Essay Questions. The suggested time allocation is 90 minutes.

EXAM CONDITIONS

You may begin writing from the commencement of the examination session. The reading time indicated above is provided as a guide only.

This is a RESTRICTED OPEN BOOK examination

No calculators are permitted

No handwritten notes are permitted

Hard copy, unannotated English translation dictionary only

ADDITIONAL AUTHORISED MATERIALS	EXAMINATION MATERIALS TO BE SUPPLIED
No additional printed material is permitted	2 x 8 Page Book

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DOUBLE-SIDED.**

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Section A

Short Answer Questions

Total Number of Marks for This Section: 15

This section should be answered in the Answer Booklet provided.

Please answer ALL FIVE short answer questions

Marks for each question are indicated.

Suggested Time allocation for Section A: 90 mins

Question 1

What are the various patterns of communication and needs of individuals from different age groups?

(Marks: 3)

Question 2

Explain your understanding of the following statements:

- a) Organizational cultures are complicated
- b) Organizational cultures are emergent
- c) Organizational cultures are not unitary

(Marks: 3)

Question 3

What are the three 'I's of conflict? Define each of them. Can a conflict occur with even one of the 'I's missing?

(Marks: 3)

Question 4

What do you think about affirmative action programs in organizations? What are the advantages and disadvantages of these programs? Provide examples.

(Marks: 3)

Question 5

Discuss Fayol's principles of management -:

- a) Scalar Chain
- b) Unit of Command and
- c) Division of Labour

(Marks: 3)

Section B

Short Essay Questions

Total Number of Marks for this section: 20

This section should be answered in the Answer Booklet provided.

Please answer BOTH questions

Marks for each question are indicated.

Suggested Time allocation for Section B: 90 mins

Question 1

Discuss how classical approaches for Organizational Communication, apply in the current times.

Refer appropriate theories or principles listed by theorists like Weber, Fayol and Taylor to explain the above approaches with relevant examples.

(Marks: 10)

Question 2

Provide comparison between (a) and (b) below, of how Organizational Culture can be understood by using -:

- a) Deal and Kennedy's Strong Culture approach – which includes values, heroes, rites and rituals and cultural network.
- b) Edgar Schein's Onion model – Including artifacts, values and assumptions.

(Marks: 10)