

---

UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination  
2003/2004 Academic Session

February / March 2004

Bachelor of Communication (Honours)

**YBP 324 – Organizational Communication**

Duration : 3 hours

---

**Instructions:**

Before you begin, please ensure that this examination paper contains a total of **TWO [2]** pages.

Answer **THREE [3]** questions.

Each question carries 100 marks.

- 2 -

1. Explain the "culture approaches" in the understanding of organizational phenomenon as suggested by Deal & Kennedy (1982) and Peters and Waterman (1982). With appropriate examples, explain the role of communication in creating strong culture and excellent culture in organization.
2. Interpersonal and group communications exist in organizations geared towards organizing/management.
  - (a) Explain the meaning of the concepts on co-orientation and reciprocity in human interaction in organization.
  - (b) Conflict may arise from communication interaction among employees. Define conflict and its effects on organizational management. With appropriate examples, suggest ways to manage conflict in organization.
3. Discuss the relationship between organizational leadership based on **McGregor's** (1960) Theory X and Theory Y with the organizational communication climate. Provide appropriate examples.
4. The advent of information and communication technology has brought about many changes in organization.
  - (a) Discuss the characteristics of new communication technology compared to traditional communication. What are its advantages and disadvantages in organizations?
  - (b) With relevant examples, illustrate how communication technology affects communication process in organization?

- ooo O ooo-