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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination  
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

**YBP 324 – ORGANISATIONAL COMMUNICATION**

Duration : 3 hours

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**Instruction To Candidate:**

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.

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1. We can have an understanding of an organisation by examining its structure. Organisational structure comprises three dimensions, i.e., complexity, formalisation and centralisation. Based on a specific organisation as an example, answer the following questions:
  - a. Explain the degree of complexity, formalisation and centralisation in the organisation that you have identified.
  - b. Discuss the influence of the complexity dimension on the process of formal and informal communication in the organisation.
  
2. New technology especially information communication technology is increasingly playing an important role in organisations.
  - a. Discuss the characteristics of information communication technology. What are its advantages to the organisations?
  - b. Discuss the Media Richness Model by Daft & Langel (1986) and its uses in the process of organisational communication.
  
3. Stress and burnout have become a part of an organisational life, that are potentially harmful to members of the organisation and the organisation itself.
  - a. Identify and explain the sources of stress and burnout. What are the effects of burnout to organisational members?
  - b. Discuss the communication strategy that can be used to manage burnout in an organisation.
  
4. Organisational leadership is important for it serves to create, maintain, and increase employees' motivation.
  - a. With examples, discuss and contrast studies on leadership based on the Leadership Style Approaches and the Situational Approaches.
  - b. Based on Maslow's Hierarchy of Needs theory, discuss how a leader in an organization can increase his/her employees' motivation.