

**OLLSCOIL na hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY**

SEMESTER I EXAMINATIONS, 2000-2001

HIGHER DIPLOMA IN BUSINESS STUDIES

COMMUNICATIONS IN ORGANISATIONS

**Professor Paul Willman
Professor Roy Green
Ms. Alison Herbert**

Time Allowed: Two Hours

Answer Three questions

1. Models of Communication

- a) Explain why models are useful in understanding organisational communication. Analyse the One-Way Model and suggest how it could either improve or reduce a manager's effectiveness.
- b) Explain how by viewing organisational communication from two or more communication perspectives, could help a person working in an organisation become more effective and better informed.

2. Non-Verbal Communication

Examine the effects of body language and paralanguage as non-verbal communication media.

3. Influence Through Communication

- a) Explain the basic types of power to be found in organisations
- b) Discuss the persuasive tactics adopted by skilled influencers illustrating, where appropriate, with your own examples.

4. Managing Conflict in Organisations

Discuss the positive and negative effects of conflict within an organisation, both within and between groups. Examine also the main categories of reaction to organisational conflict.

5. Interviewing for Organisational Effectiveness

- a) The Performance Appraisal interview is a highly complex one, and is affected by the assessor's social perceptions. Explain the nature of a Performance Appraisal interview, and discuss how the social perceptions of attribution, the halo effect and stereotyping can all contribute to the assessor's perceptual distortions.
- b) Identify and explain the principal ways of sequencing questions during an interview. Discuss the conditions under which each of these sequences might be useful.