

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

SEMESTER II EXAMINATIONS, 2004-05

MG872 & MG876- COMMUNICATIONS IN ORGANISATIONS

**Higher Diploma in Business Studies
Higher Diploma in System Analysis
Higher Diploma in Software, Design & Development
Bachelor of Science – Year II**

**Professor Jonathan Winterton
Professor Roy Green
Ms. Alison Herbert**

Time Allowed: **Two Hours**

Answer **three** questions out of six. All questions carry equal marks

In all questions additional marks will be awarded to those students who cite relevant organisational examples to illustrate communication theory.

1 Managing Conflict in Organisations

- (a) Discuss the positive and negative effects of conflict within an organisation, both within and between groups.
- (b) Examine the main categories of reaction to organisational conflict.

2 Influence Through Communication

- (a) Explain the basic types of power found in organisations
- (b) Discuss the persuasive tactics adopted by skilled influencers

3 Decision Making

- (a) Examine the advantages of Brainstorming and the dangers of Groupthink. In what ways does each enhance or hinder the ability of groups to make good quality decisions?
- (b) Consider also what factors determine effective group decision making.

4 Creating an Effective Team

- (a) Consider the core requirements to a successful team
- (b) Discuss Meredith Belbin's Eight Roles of effective team members and Edward de Bono's Six Thinking Hats

5 Models of Communication

- (a) Explain in detail why models are useful in understanding organisational communication.
- (b) Analyse the Interaction Model by discussing the concepts of encoding (verbal and non-verbal), decoding, feedback and noise.

6 Group Character

- (a) Discuss the stages of group development, using where possible, organisational examples to illustrate.
- (c) How is communication likely to be affected by the extent to which members comply or fail to comply with group norms?