



**BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
SECOND SEMESTER 2022/2023 EXAMINATION**

DATE: June, 2023

COURSE TITLE: GROUP COMMUNICATION STRATEGIES

COURSE CODE: CMA 306

TIME ALLOWED: 2 HOURS

INSTRUCTION: Answer 4 Questions in all. Question 1 is compulsory.

1. In your capacity as the CEO of PENIEL Limited, present a compelling speech to forestall the impending strike action by the staff of the company. (15 marks)

(b) List and write short notes on 5 types of committees that you know with emphasis on their duties (10 marks)

2. Being in a group and using a group to accomplish important tasks have potential drawbacks. Discuss 3 drawbacks that you know. (15 marks)

3. State and explain in 3 paragraphs ways to strengthen group communication (15 marks)

4. List and explain briefly 10 task roles possible in a group (15 marks)

5. In 3 paragraphs, discuss plausible ways of managing conflict effectively in groups (15 marks)

6. Write comprehensively with examples the implications of the following features in group communication:

- interaction
- interdependence
- shared behavioural standards
- collective identity
- s#
- ize **(15 marks)**